

Union Jack

Thammakit Thamboon

Inspiration:

I wanted to use a symbol for this elephant so that it would be remembered as the London elephant.

Biography:

Thammakit was born on 27 October 1971 and is a professional artist with a B.F.A. in Major Painting at Chiang Mai University. Thammakit is mainly involved with illustration and sculpture. He has illustrated three books to date, most recently illustrating and writing a children's book about a dancing buffalo, with his prior illustrated books referring to mediation and Zen. He has presented his work in various galleries and museum's throughout Thailand.

Elephant no.3



Ziggy

Matthew Williamson

Inspiration:

I wanted the Matthew Williamson elephant sculpture for Elephant Parade London 2010 to incorporate visual and textural elements that would grab the attention of visitors, raising much needed awareness of the cause and also to brighten up our capital this summer.

Biography:

Graduating from Central St Martins in June 1994 with a BA in Fashion Design and Printed Textiles, Mathew's first job following graduation was a freelance design project with Marni. He was then employed by British fashion company, Monsoon and Accessorize. The luxury fashion house, Matthew Williamson, was founded in February 1997 by designer, Matthew Williamson and CEO, Joseph Velosa.

In September 1997 Matthew Williamson showed his infamous debut collection, 'Electric Angels', during London Fashion Week. Bias cut dresses and separates in exotic shades of tangerine, fuchsia and magenta were worn by models Kate Moss, Helena Christensen and Jade Jagger. This unique collection of bright, intricately detailed pieces defined and set the pace for the highly recognizable Matthew Williamson signature aesthetic.

Following this initial show, Matthew's collections have continued to gather momentum, cementing his reputation as an internationally renowned designer and one of the UK's leading designer talents. Matthew won the Red Carpet Designer of the Year at the 2008 British Fashion Awards;

previously having been awarded Elle Designer of the Year in 2004 and the 2005 Moët and Chandon Fashion Tribute Award. He has also been nominated 3 times for Designer of the Year at the British Fashion Awards.

The luxury fashion house now produces 4 women's wear collections annually and currently has a customer portfolio which includes 170 prestigious wholesale accounts around the world and also has award-winning flagship stores in London and New York, as well as on online stores for the UK, Europe and US.

Elephant no.258



Taxi Elephant

Benjamin Shine

Inspiration:

Taxi Elephant aims to celebrate Elephant Parade in London through the idea of the elephant blending into the city's familiar scenery - taking on the appearance of the iconic London black cab.

Biography:

London-born, Benjamin Shine studied fashion design at The Surrey Institute of Art and Design and St Martins in London. Fashion, textiles and constructional ideas continue to inform Benjamin's style and broad creative vision, establishing a multi-disciplined design approach that strives for purposeful, memorable and timeless design through innovation and originality.

To date, works include the award-winning SKOODY, which won Benjamin

'The Enterprising Young Brit Award 2004', presented by Gordon Brown, marking the first of his series of multi functional accessories. Benjamin has also collaborated with several fashion brands including Rohan and Schott NYC, for whom he was appointed to design an A/W 2005 menswear collection.

Following his first exhibition of mixed-media artworks in 2003, Benjamin has continued to undertake new artwork projects and commissions, as well as being enlisted to design various corporate brands. Most notably, his fabric-portraits have generated a following of collectors including Baroness Thatcher, Sir Edmund Hillary and President Obama, with works exhibited in public locations including Deutsche Bank, Woburn Abbey, The

New Zealand High Commission, Ligne Roset and the Museum of Arts and Design, New York.

2006 saw Benjamin invent CORDZ, a versatile and re-useable drawing product for children. The patented product is licensed to Flair Leisure Products PLC, in the UK and Mega Brands America in the US. CORDZ was awarded Top Creative Toy 2007 and recently won the acclaimed Red Dot Design Award 2009. Most recently Benjamin has been short-listed for an iconic public sculpture in Australia's capital city, Canberra. He has also recently won the prestigious Courvoisier Future 500 'One to Watch' title in the Art and Design category, in the UK.

Elephant no.68



Elfreda

Jeff Hoare

Inspiration:

I wanted the elephant to look as if it had walked out of the sea and that the sea was all the different colours.

Biography:

Jeff Hoare was born in 1923 and studied at the Chelsea School of Art and at the Royal College. From 1963 until 1995 he taught painting and drawing at Saint Martins and at Camberwell. He has directed art workshops all over the world, in Belgrade, Paris, Canada and Cameroun, and in 1985 he founded the Aegean School of Art in Kos. He has exhibited widely in Britain, the USA and Europe, with solo shows in London, Paris, New York and San Francisco.

Jeff Hoare has a lifelong engagement with the elemental power of the ocean. His canvases are created in the sea, their colours and form shaped and refined by the ebb and flow of the tide and the raw energy of the wind and rain.

His elephant for Elephant Parade London was created in the same unique way on a Folkstone beach, making it a truly naturally inspired piece.

Elephant no.124



Eli Krishna

Alice Temperley

Inspiration:

My inspiration for this year's elephant project has been ceremonial elephant dress. Decorative, vibrant and celebratory.

Biography:

Since its launch during London Fashion Week 2000, the Temperley London label has become synonymous with timeless glamour, exquisite craftsmanship and collections desired by women all over the world.

Tracing her design philosophy back to her specialist training in Fabric Technology and Print at The Royal College of Art, Alice designs the seasonal prints and embroideries for which she has become renowned, infusing each garment with a characteristic attention to detail.

From the luxurious silks and French lace to the intricate hand-beading, embroidery, oversized stone and sequin embellishments - all have become trademarks of the Temperley design philosophy. Pieces are designed to be timeless and versatile and ultimately to flatter, creating clothes to treasure that will last a lifetime.

Constantly evolving, Alice plans to extend her love of surface decoration and unrivalled craftsmanship with more Temperley boutiques - as well as extending the line to include home ware, travel accessories, menswear and childrenswear. The Temperley design philosophy is set to extend its influence, transforming it from one of Britain's leading luxury brands to an all-encompassing lifestyle. Temperley London is sold online as well as

globally in 35 countries and has over 220 stockists.

Elephant no.54



The Empire Is Not Striking Back

Chintan Upadhyay

Inspiration:

The elephant has been the symbol of India for the longest time, so I have used it to depict the different political, social and ecological upheavals that are being faced by this massive giant in today's ever changing world.

Biography:

Chintan Upadhyay was born in 1972 in Rajasthan and now lives and works in Mumbai. He completed his MFA from M.S. University, Baroda in 1997. He attempts to showcase the different aspects of cultural hybridism through his works. Over the last few years Chintan has been depicting images of male babies with Indian miniatures painted on them. With exaggerated yet emotive features; this futuristic imagery speaks of current societies with their mishmash of ideas and conventional

outlooks. He reflects on these personal and borrowed notions; as well as their merging boundaries which give rise to issues of identity, proprietorship and culture.

Chintan has held numerous solo shows in India and abroad. Recent shows include Khatti Mithi, Sakshi Gallery, Mumbai, India and Iconic shrine, Gallery Souflower and Roundabout, Jaipur, India in 2009; Mistake, Aicon Gallery, London, India; Pet Shop, Ashish Balram Nagpal Galleries, Mumbai, India and New Indians, Gallery Seorsie Natalie, Paris, France and Metastasis of signs, Gallery Espace, New Delhi, India in 2008. He has to his credit many group shows held in India, Thailand, Korea, China, and London amongst others.

Chintan also established an Artists Initiative programme called Sandarbh in 2003 with the aim to encourage artists to work in context with their surroundings through residencies and workshops; and has managed to spread awareness about contemporary art practices in rural India. Chintan was the recipient of the Taj Gourav India Award in 2008.

Elephant no.79



Gerald

Jonathan Yeo

Inspiration:

This design is inspired by an elephant walking through a park on a sunny autumn day.

Biography:

Jonathan Yeo is an artist who specialises in contemporary portraits and collages. He taught himself to paint in his early twenties while recovering from lymphatic cancer and went on to create portraits of diverse personalities such as David Cameron, Erin O'Connor, Prince Philip, Nicole Kidman and Grayson Perry.

Amongst his best known works is a painting of former PM Tony Blair wearing a bright red remembrance poppy and a collage of president George W Bush made from pornographic magazines. Public and private collections include the National Portrait Gallery, The House of Commons, the Bibliotheque Nationale de France, Dennis Hopper, Damien Hirst and Andrew Lloyd Webber.

Elephant no.135



Udata Hathi

Venkat Raman Singh Shyam & Rajendra Kumar Shyam

Inspiration:

Venkat and Rajendra each painted a side of their elephant for Elephant Parade London. Their inspiration stems from the Peacock and Banana story which in their words is as follows; "Before the elephant was flying but he came down to Earth and misbehaved with humans, then God punished him and took away his wings, and gave them to the Banana and the Peacock".

Biography:

Venkat was born in 1970 to a humble Pardhan Gond family living in the village Sejohra, in eastern Madhya Pradesh. He began painting at the age of ten, and for five years worked as an apprentice under his uncle, the late Gond master artist Jangarh Singh Shyam. The most innovative and experimental of Jangarh's artistic

successors, Venkat has worked in a variety of media and styles, ranging from figurative and naturalistic drawings and acrylic paintings on canvas and silk, to more decorative work on papier mache, ceramic tiles, glass, aluminum and sheet iron. He has done ambitious commissions for India's Taj Hotel Group, and recently completed a series on the Mumbai terrorist attacks of November 2008 – which he personally witnessed whilst visiting the Taj Hotel on business. Venkat's work has been collected and exhibited internationally.

Rajendra was born in 1974 in the remote village of Patangarh, in the jungle of eastern Madhya Pradesh, central India. As a child he was compelled to give up his education to help support his family, by doing daily wage labour on road construction.

In 1996, his uncle, the seminal Gond master artist Jangarh Singh Shyam, recognized Rajendra's artistic talents and encouraged him to work as his apprentice in Bhopal. He subsequently pursued his own career as an independent artist and has exhibited across India and more recently in the UK.

Elephant no.252



Zabriskie

Storm Thorgerson

Biography:

Storm Thorgerson is the artist behind images synonymous with identifying the pop culture of the 70's throughout and into the 80's, 90's and the Millennium. Creating visually beautiful and interesting art, Storm's work has featured on a variety of singles, album and CD covers, as well as posters. He is the author of several books including "Mind over Matter", "Walk Away Renee", "Album Cover Album" series, "Eye of the Storm" and "100 Best Album Covers".

In 1968, Storm and Aubrey Powell formed "Hipgnosis", a graphic design studio specialising in creative photography. This creative company predominately worked within the music business designing the album covers for rock 'n' roll bands such as Pink

Floyd, Led Zeppelin, Genesis, Black Sabbath, 10cc, Paul McCartney, and Peter Gabriel amongst many others. Applying his creativity to moving images, Storm formed Green Back Films with Aubrey Powell and Peter Christopherson in 1983. Despite producing numerous music videos for the likes of Paul Young, Nik Kershaw, Robert Plant, Big Country and others, the company was not to last and imploded in 1985.

In 1985, undeterred, Storm went solo and continued directing music videos. His direction for the Pink Floyd video "Learning to Fly" won the best director award at the American Billboard Awards. Branching out, Storm began directing commercials too. His direction for the Tennants' commercial "One Great Thing" won The Golden Rose

in Scotland. Storm's work extended into documentaries, such as the two-part "Art of Tripping" for Channel 4 in 1993 which explored the connections between artists and drugs and an hour long science documentary "Rubber Universe" for Equinox. The following year, Storm directed for Pink Floyd six short films to be screened through the duration of their world tour. Storm Thorgerson continues to create album covers for Pink Floyd, Anthrax, Alan Parsons, Ian Drury, Cranberries, Ween, Catherine Wheel, Phish and many more.

Elephant no.240



The Lion King on Stage

Sacha Jafri

Inspiration:

Inspired from The Lion King on Stage and celebrating the pioneering and extraordinary achievements of this magical production. The work aims to highlight the unique experience of human, puppet and animal and how these elements are brought to life with empathy, passion and precision. The journey, the escapism, the lesson, the story, the imagery, the poetry, the sounds, the excitement, the music and the song – a homage to the bright and beautiful world of Disney.

Biography:

Having graduated from the Ruskin, Oxford University, with a first in painting, Sacha Jafri is now considered one of the most exciting British painters on the contemporary art scene. Hailed by the BBC London News as

'The Renaissance Man who is set to seduce us away from conceptual art with his passion for painting', he is leading a revival of painting through his genre - 'Magical Realism.'

His past accolades include sell-out shows in London, New York, Hong Kong, Miami, Berlin, Dubai, Singapore, Austria, Monaco, Cannes and Frankfurt and he has single handedly raised over 5.5 million pounds for charity in the last 5 years. Sacha's paintings now regularly fetch from between £75,000 to £300,000 with recent works going for as much as \$900,000, now with an ever increasing following of collectors, private and corporate investors, museum collections, royal commissions and houses of modern art acquisitions.

Sacha has become the youngest living

artist in the history of art to be offered a 10 year retrospective at the age of 31. This museum based World Tour will see over 26 cities of over 16 countries over the next three years.

Elephant no.218



Untitled (Gajaraja)

Jitish Kallat

Biography:

Jitish Kallat was born in Mumbai in 1974. He studied painting at the Sir J.J. School of Art in Mumbai and has participated in numerous solo and group exhibitions internationally.

In addition to his inclusion in important museum exhibitions such as Indian Highway at the Serpentine Gallery, London (2009), Chalo! Indua: A New Era of Indian Art at the Mori Art Museum, Tokyo (2008), Thermocline of Art – New Asian Waves at the ZKM Museum in Karlsruhe (2007) and Century City at Tate Modern in London (2001), Kallat has participated widely in biennials and triennials, including The 3rd Guangzhou Triennial in China (2008), The 5th Asia Pacific Triennial of Contemporary Art in Australia (2006) and The 6th Gwangju Biennale

in Korea (2006).

Recent solo exhibitions have taken place with galleries in Beijing, London and Mumbai. Kallat's work is held in a number of important public and private collections internationally including MOCA, Los Angeles, the Saatchi collection and the Frank Cohen collection.

Elephant no.126



Heaven's Haathi

Abu Jani Sandeep Khosla

Inspiration:

India is the heart of South East Asia and the elephant is her jewel. The Majesty of the Divine Symbol is evoked not through paint alone but also embedded in its very core through the use of exquisite heritage embroideries.

Biography:

Abu and Sandeep met in August, 1986 and instantly decided to join forces. Two men with a singular dream; "to create the finest." Today, Abu Jani Sandeep Khosla is India's premier couture label. Neither of them possesses any formal qualifications in fashion or design, and their success is testament to the fact that creativity is innate. The Abu Sandeep brand is coveted for its classical appeal. Impossibly exquisite embroideries, luxurious fabrics and effortless

elegance are their trademark. They consider India their ultimate inspiration and their work with chikankari, resham and tharad embroidery is considered akin to art.

The Abu Jani Sandeep Khosla label has steadily worked its way into the global arena and the mid-nineties saw them diversify into interior design, with the creation of their architectural collection of furniture. Abu Jani and Sandeep Khosla are pure artists who straddle the dual worlds of fashion and architecture with consummate ease. Their unique sense of aesthetics is firmly rooted and does not bow to the dictates of fashion. Design is more than a profession and they instead see the regeneration of beauty as something of a religion. They have also hosted two television shows,

Lakme Fashion House, with Donatella Versace, and The First Ladies, a chat show with India's foremost celebrity wives.

Abu & Sandeep are committed to giving back. "We have been infinitely blessed to achieve so much. It is a privilege to contribute towards helping others achieve their dreams". They are passionate supporters of philanthropic activities in the areas of health, women's empowerment and wildlife. Their relationship with Elephant Family is one to which they are fully dedicated.

Elephant no.50



Kingdom

Rebecca Campbell

Inspiration:

Strutting peacocks, prowling tigers, dancing cranes and even dung beetles going about their daily business. 'Kingdom' is a celebration of some of the birds, plants and animals that share the Asian elephant's domain.

Biography:

Rebecca Campbell's delightful, enigmatic and highly imaginative paintings evoke a world of plants and animals that appear to be happily confined within the boundaries of their own contented universe. Add a vivid sense of design that instantly captures the eye and you have paintings that project immense appeal.

She was born in Stamford and grew up in Ireland where as a child she was surrounded by gardens and animals,

helped by the fact her mother was a keen gardener. But it was her three months in India that fired her imagination, in particular for Mughal miniatures with their rich earth colours and bold designs. This influence remains the bedrock of much of her work.

In 1991 she started a business producing hand painted furniture and murals, for which she found a ready market, but she felt it too restrictive for her artistic talents and turned her attention to full time painting, though she undertakes commissions for murals. In 2002 she held her first solo London exhibition at the Park Walk Gallery followed by a second in 2004 with the delightful title, The Enchanted Garden. All of Rebecca's exhibitions are successful and established her

reputation as a main stream player in the field of decorative arts.

In more recent years, Rebecca has had several solo shows including one in America at the Chelsea Art Gallery, Palo Alto, California and in Mexico City. She was also invited by the Chairman of the English National Opera to take part in the Discerning Eye Exhibition at the Mall Galleries where she won the Discerning Eye Purchase Prize.

Elephant no.208



The Paul Smith Elephant

Sir Paul Smith

Inspiration:

This multi stripe design is synonymous with me and so it seemed like a natural design to use to support this extremely worthy cause and of course it's full of optimism.

Biography:

Paul Smith's introduction into fashion was completely accidental. At the age of 16, with no career plans or qualifications, Paul was propelled by his father into a menial job at the local clothing warehouse in his native Nottingham. However his real passion was sport and his ambition was to become a professional racing cyclist, until aged 17 years when cycling-mad Paul was in a terrible accident.

During his time in hospital, Paul made new friends. They talked of Mondrian,

Warhol, Kokoshka, David Bailey and listened to the Rolling Stones, Miles Davis and much more. It was then Paul knew he wanted to be a part of this colourful world of ideas and excitement.

Within two years, Paul was managing his first boutique in Nottingham and with a small amount of savings, opened a tiny shop in 1970. By 1976 Paul showed his first menswear collection in Paris under the Paul Smith label.

In business for over 30 years Paul Smith had established himself as the pre-eminent British designer. He has an ability to anticipate, and even spark off trends not only fashion but in the wider context of popular culture. He manages to transmit a genuine sense of humour and mischief mixed with his

love of tradition and the classics. Paul Smith is global - the collection is wholesaled to 75 countries and has 17 shops in England.

Paul continues to be an integral part of the company; he is both designer and chairman. Continually involved in every aspect of the business, as a result, Paul Smith Limited retains a personal touch often lost in companies of a similar size.

Elephant no.173



Untitled

Marc Quinn

Inspiration:

The flower on the back of the elephant is the new hope for the Asian elephant in India, from the work of Elephant Family.

Biography:

Marc Quinn's wide-ranging oeuvre displays a preoccupation with the mutability of the body and the dualisms that define human life: spiritual and physical, surface and depth, cerebral and sexual. Using an uncompromising array of materials, from ice and blood to glass, marble or lead, Quinn develops these paradoxes into experimental, conceptual works that are mostly figurative in form.

Quinn's sculpture, paintings and drawings often deal with the distanced relationship we have with our bodies,

highlighting how the conflict between the 'natural' and 'cultural' has a grip on the contemporary psyche. In 1999, Quinn began a series of marble sculptures of amputees as a way of re-reading the aspirations of Greek and Roman statuary and their depictions of an idealised whole. One such work depicted Alison Lapper, a woman who was born without arms, when she was heavily pregnant. Quinn subsequently enlarged this work to make it a major piece of public art for the fourth plinth of Trafalgar Square.

Other key themes in his work include genetic modification and hybridism. Garden (2000), for instance, is a walk-through installation of impossibly beautiful flowers that will never decay, or his 'Eternal Spring' sculptures, featuring flowers preserved in perfect

bloom by being plunged into sub-zero silicone.

Quinn has also explored the potential artistic uses of DNA, making a portrait of a sitter by extracting strands of DNA and placing it in a test-tube. DNA Garden (2001), contains the DNA of over 75 plant species as well as 2 humans: a re-enactment of the Garden of Eden on a cellular level.

Quinn's diverse and poetic work meditates on our attempts to understand or overcome the transience of human life through scientific knowledge and artistic expression. Marc Quinn has exhibited in many important group and solo exhibitions internationally.

Elephant no.165



Jewel-ele

Tarun Tahiliani

Inspiration:

Elephants are the jewels of the ecology of our subcontinent.

Biography:

The Tarun Tahiliani Studio was something that evolved by chance - a fun circuitous route motivated by Tarun's love of design -of anything beautiful. The Design Studio creates couture, diffusion, prêt-a-porter and accessories, which are Indian in construct yet international in appeal. The collections embody an international look, which is contemporary, chic and personifies grace with élan.

Tarun Tahiliani's talent has transformed traditional Indian drapes, textiles and techniques into modern, innovative, structured forms that translate into an international contemporary look. His

signature designs are synonymous with high fashion and impeccable refined sensibility, with style, craftsmanship, quality and refinement as the defining symbols.

Tarun has shown collections around the world including London, Moscow, Milan, Durban and Johannesburg Fashion Weeks and in 2006, the Italian Ministry of Foreign Affairs conferred the prestigious award 'Order of the Star of Italian Solidarity' on him. 'F' Awards voted Tarun Tahiliani Studio to be the best Women's Wear Couture and he was also awarded the Life Time Achievement Award.

Tarun has dressed many of the world's most beautiful women and Naomi Campbell, Goldie Hawn and Elizabeth Hurley have been known to shop at the

Tarun Tahiliani and Ensemble stores in Mumbai.

Elephant no.244



Topographant

Solange Azagury-Partridge

Inspiration:

The map and topography of the elephant in contour lines, showing the valleys and hills of the elephant's body.

Biography:

"There comes a day in every woman's life when she wakes up wanting diamonds," believes Solange Azagury-Partridge, the designer who woke up to diamonds and jewels earlier than most. Her passion for design, her acute and unconventional sense of beauty, and her instinctive understanding of the meaning and roles of jewellery have led her, from an early age, to her position today as the leading, trailblazing designer-jeweller of her generation.

With no formal jewellery training, and no prejudices or preconceptions, Moroccan born Solange Azagury-

Partridge started by working with costume jeweller, Nicky Butler of Butler & Wilson, and then with decorative arts dealer, Gordon Watson, where she discovered great masterpieces of 20th century jewellery. It was her decision in 1987 to design her own engagement ring, set with a rough diamond, and much-admired, that propelled Solange into her creative adventure as a fine jewellery designer. In 1990, she set up her own company, and in 1995 opened her first shop, in London's Notting Hill, a luscious velvet-dark jewel-box of a boutique that quickly drew an international clientele of design-driven devotees, including rock-stars and movie-moguls, all searching for a totally new and relevant creative expression for precious jewellery.

Solange led the way forward with

new generation talismanic ornaments, layered with cultural depths, their designs poised between pop art and ancient mysticism, irreverent and iconoclastic. Her huge, expressive power rings, alive with colour, touched with playful fantasy, and rich in gems and enamels, were, and are still, the creations most closely associated with Solange's dynamic design. Through her rings, Solange heralded the rediscovery of jewellery as the most powerful, personal expression of individual style.

Solange Azagury-Partridge has stores in London and New York and more to come worldwide. Solange's pieces are part of the jewellery permanent collection of the Musee des Arts Decoratifs in Paris and V&A in London.

Elephant no.233



Looking Me In The Eye

Rina Banerjee

Inspiration:

The third eye defines the myth of creation and destruction. That is what this elephant project is all about.

Biography:

The Indian born, New York City based artist Rina Banerjee has a love of materials, heritage textiles, fashion, colonial objects and furnishings, historical architecture, and their ability to disguise, animate, locate their inherent meanings in her art work.

Whilst sculptures and drawings, paintings and videos, which are a fusion of cultures and an explosion of imagination, she says her work explores "specific colonial moments that reinvent place and identity as complex diasporic experiences."

Banerjee was born in Kolkata in 1963 and moved with her family to the UK and then to USA. She completed a Bachelor of Science degree in Polymer Engineering at Case Western University in 1993 after took a job as a polymer research chemist consulting for Dow Chemical, Nasa, etc at Pennsylvania State University. After a few years abandoned the sciences to pursue her art, she completed the MFA degree program at Yale University School of Art in the area of Painting in 1995, where she won prestigious awards for Drawing and Painting, Sckowhegan - Yale Painting scholarship and Norfolk-Yale summer program Drawing award.

Rina Banerjee's experience growing up in urban cites and in communities of mixed cultural/racial locations provides a content in her work that delivers a

global all seeking vision. This love of substance, fabric and texture manifests itself in her multi-media works in which disparate objects such as taxidermy alligators and wooden cots, fish bone, ostrich eggs and light bulbs, amber vials are strung up or nestled in with feathers and umbrellas, souvenirs of low culture and high culture, antique furnishings, icons of different faiths and plumes of fabric.

Elephant no.212



Seymour

Emma Elizabeth Kemp

Inspiration:

"The greatest joy in nature is the absence of man" – Bliss Carman

Biography:

Emma is a second year student of Fine Art studying at Central Saint Martins, the prestigious College of the Arts nestled in the centre of London, which has provided her with a culturally diverse environment in which to agitate current issues and provide creative responses.

Emma's personal practice is underpinned by a strong sense of narrative, primarily concerning the futility in the search for the sublime and subsequent tragedy of such a quest; often saddened by mans impact on nature, many of her pieces address the imbalance between humans and

animals, (and sometimes humans and other humans) or simply comment on the struggle of man to find place and meaning in the world.

Her work is non-medium specific, taking the form of painting, photography or text pieces. Other works include a flock of tiny wax birds, cast from beeswax and hung at varying lengths over naked flames; causing the birds to slowly contort and melt until they fall from their position to the floor; and a large Spanish pumpkin infected with tropical fly larvae which was encased in a transparent glass box; over time moisture began to fog the glass as the fruit respired, evidence of its breath, and eventually the larvae started hatching until the box was filled with swarming flies.

Elephant no.98



Phoolan

Carrie Reichardt aka The Baroness & Nick Reynolds

Inspiration:

CR – My inspiration came from the David Attenborough quote, “the question is, are we happy to suppose that our grand-children may never be able to see an elephant except in a picture book?”

NR – My inspiration is the horror and sickness I feel when I see pictures of elephants killed by poachers, farmers and landmines.

Biography:

Carrie Reichardt aka The Baroness has been a leader in the area of subversive ceramics for many years. As Kate Mikhail states in a recent write up in The Observer: “Is she a visionary muralist? A craftivist? An anarchic artist? Reichardt is not one for labels...” The truth is Reichardt believes

the revolution will be ceramicised and she can surely be labelled as one of England’s true anarchist ceramicists. She works from her amazing mosaic covered studios ‘The Treatment Rooms’ in London, a building that occupies an important place in the hearts of its locals. ‘The Treatment Rooms’ must be one of the country’s most complete and important display of mosaics on public view, and is featured in books on the world’s great murals and art pieces.

Nick Reynolds has experienced life on both sides of the law, from being on the run with his Great Train Robber father, to serving in the Navy during the Falklands War. He specialises in the ancient art of making death masks and he also runs the UK’s only company that makes them. He has cast many

well-known faces, including Grace Jones, Ronnie Biggs and Howard Marks. The last death mask he made was that of an executed prisoner in Texas is to be featured in a new documentary. He also plays in Alabama 3 and has recorded with other artists including Zodiac Mindwarp, Seal and Lily Allen, to name but a few.

Elephant no.66



Tommy Hilfiger Red Elephant

Tommy Hilfiger

Inspiration:

Inspired by popular culture, I combined red and green pop colours to design a high gloss elephant with a Mohawk planter effect. This elephant is unique as it continues to evolve throughout the Parade, while juxtaposing nature with the unexpected.

Biography:

For 25 years, Tommy Hilfiger has brought classic, cool, American apparel to consumers around the world. His designs give these time-honored classics a fresh look, and his discerning taste has provided the foundation for the growth of a global brand. Under Hilfiger's guidance, vision and leadership as Principal Designer, the Tommy Hilfiger Group has become one of the very few globally recognised designer brands offering a wide range of American-inspired apparel and accessories.

Elephant no.247



Layla

Faiza Butt

Inspiration:

Layla refers to the romantic Arabian tale of 'Layla/mujnoon'. I created a modern version of it using a pink/black lingerie colour scheme. Making a fun, festive version of the dark tragic heroin of ancient times, it was great fun giving the blank canvas of an elephant a gender.

Biography:

Faiza was born in Lahore in 1972. She studied at Kinnaird High School from 1977-1987 and her further education was taken at Queen Mary College, where she received the Roll of Honour in her final result. She did her B.F.A at the National College of Arts in 1993 with Honours and was awarded the Berger Gold medal for 'Outstanding Student of the Year'.

Faiza joined the Slade School of Art in 1992 and completed her MA in Painting with a distinction award. She was awarded a merit award for outstanding student from UCL and was then invited to teach at the Slade. She also did her further education teaching certificate from the Institute of Education London and is a qualified teacher. Faiza holds extensive experience in art teaching at primary, secondary and higher education level. Faiza was awarded UNESCO-ASHBERG bursary award in 1995.

She was an artist-in-residence with BARTEL arts trust in Durban for three months. During this time she held workshops with women from shanty towns and talks at various museums and galleries, and produced a solo show at the BAT centre.

Faiza has always created meaningful work. Her elaborate drawings are obsessively crafted with passion and rigour and create surfaces that hover somewhere between a photograph and embroidery.

Born in a family of five sisters, feminist themes have remained close to her heart. Her recent show at Vadhera Art Gallery, Delhi was very well received and serves as a step towards improving Indo-Pak relationship through cultural connections.

Her works have been exhibited at various art fairs. She has exhibited in U.S.A, Europe, the Middle East and south Asia extensively. Her works are in private and public collections.

Elephant no.101



The Singing Butler Rides Again

Jack Vettriano

Inspiration:

I created a now well known painting called The Singing Butler and I thought it would be fun to feature him once more. The Elephant is also a tribute to the incredible founding Patron of Elephant Family, the late HH Rajmata of Jaipur.

Biography:

Born in Fife, Scotland in 1951, Jack Vettriano left school at sixteen to become a mining engineer. For his twenty-first birthday, a girlfriend gave him a set of watercolour paints and, from then on, he spent much of his spare time teaching himself to paint. In 1989, he submitted two paintings to the Royal Scottish Academy's annual exhibition; both were accepted and sold on the first day. The following year, an equally enthusiastic reaction greeted

the three paintings, which he entered for the prestigious Summer Exhibition at London's Royal Academy and his new life as an artist began from that point on. Over the last twenty years, interest in Vettriano's work has grown consistently. There have been sell-out solo exhibitions in Edinburgh, London, Hong Kong and New York.

2004 was an exceptional year in Vettriano's career; his best known painting, The Singing Butler was sold at Sotheby's for close to £750,000; he was awarded an OBE for Services to the Visual Arts and was the subject of a South Bank Show documentary, entitled 'Jack Vettriano: The People's Painter'.

Vettriano painted a portrait of Zara Phillips as part of a charity fund-

raising project for Sports Relief, the experience of which was captured in a documentary broadcast on BBC1 in March 2008. In March 2010, Vettriano's exhibition, Days Of Wine And Roses opened in his hometown of Kirkcaldy in Scotland. The exhibition received over 50,000 visitors in six weeks. The exhibition will now tour to London and Rome.

Elephant no.120



Candy

Isaac Mizrahi

Inspiration:

I was inspired by this incredible print I developed for my Spa 2010 collection, which I called 'Candy Store'. It's full of bright, bright, bright colours.

Biography:

Born in Brooklyn, New York Isaac Mizrahi's passion for design and performance began at early age. As the son of a children's clothing manufacturer and a fashion-obsessed mother, Isaac was always encouraged to express his artistic talent. After a youth spent staging puppet shows in his backyard and creating clothes for his mum's friends, Isaac studied acting at the High School of Performing Arts and fashion design at Parsons. As a leader in the design business for more than twenty years, Isaac has been awarded four CFDA awards,

including a special award in 1996 for the groundbreaking documentary "UNZIPPED." His ready-to-wear collection is available at high-end retailers and specialty boutiques globally. Isaac's designs are a favorite among celebrities and frequently seen on the red carpet.

Isaac has created costumes for movies, theatre, dance and opera in collaboration with Mark Morris, Twyla Tharp, Mikhail Baryshnikov and The Roundabout Theatre Company among others. In 2002 Isaac received the Drama Desk Award for his costume designs for The Women. Most recently, he made his costume design debut at the New York Metropolitan Opera with Orfeo ed Euridice.

In 1997 Isaac wrote a series of comic

books entitled The Adventures of Sandee the Supermodel and he has appeared in films and television shows including "Sex & the City," "Ugly Betty" and "Celebrity Jeopardy." Isaac won rave reviews in 1999 for his one-man, off-Broadway show Les Mizrahi. Television audiences have come to love Isaac as the host of his own series on both the Oxygen Network and the Style Network and on Bravo's "The Fashion Show."

Elephant no.118



Less is Morvi

Nicholas Haslam

Inspiration:

It seems entirely surreal that a world without elephants could be a possibility so I was inspired by surrealists like Christian Berard. Since my interior design work is also close to my heart, I worked an interior rendering over the form of the elephant in an effort to make people smile.

Biography:

Born September 27, 1939 and educated at Private School and Eton College, Nicky attended Corsham Court Art School before training at various newspapers and British Vogue. In 1961 Nicky went to New York with photographer David Bailey and the model Jean Shrimpton, and was hired by American Vogue as assistant to the Art Director during the editorship of Diana Vreeland. Two years later

he was made Art Director of "Show" magazine, a forerunner of "Vanity Fair". At this time he starred with Baby Jane Holzer in Andy Warhol's film "Kiss". Throughout this period, he was decorating his own and friends' apartments. In 1965, he collaborated with Richard Avedon on a unique issue of Harper's Bazaar.

In London in 1972, Nicky was asked to design and decorate a townhouse for Lord Hesketh. This led to many further commissions, and necessitated the setting up of a fully-fledged architectural and design practice, NH Design, of which diverse clients have included, among many, Rod Stewart, Rupert Everett, Bryan Ferry, Ringo Starr and Barbara Bach, a restaurant on the King's Road and a nightclub in the Dorchester Hotel, salons for the

dress designer Bellville-Sassoon, and the Emanuels when they were making Lady Diana's wedding dress. He has also designed parties for The Prince of Wales, Lord Rothschild, Simon and Jennifer Murray, Sir Evelyn and Lady de Rothschild, and Simon and Laura Weinstock.

NH Design operates worldwide, and as well as recently publishing his memoirs, Nicky is also writing his autobiography. He is a frequent columnist for publications such as the London Evening Standard and Sunday Telegraph, The World of Interiors and The Spectator. Nicky Haslam has been a contributing editor of British Vogue and Tatler for many years.

Elephant no.185



A Penny For Your Thoughts

Jane Morgan

Inspiration:

The ideology for the Elephant Parade project, borrows from the age-old adage of exchanging a penny for a thought. An elephant, it is said, never forgets and by using this concept, we in turn should not forget the elephant.

To examine this broad thematic, the elephant is resplendent, gilded entirely in thousands of one penny copper coins. The gleaming coins attract a natural curiosity, acting as a catalyst for a wider public debate on conservation. The message is to encourage a greater sense of societal responsibility, leading the viewer to consider the fragility of the planet and the plight of the Asian elephant.

Biography:

Jane Morgan is a British artist, based

in London. She studied at The Sir John Cass School of Art, graduating with a First Class Honours degree, before achieving an MA in Fine Art.

As a conceptual artist, Jane is recognised for her narrative photographic interpretations, diversifying with installation works. Each project is approached as a separate entity, allowing flexibility across a spectrum of media. The versatility of her chosen projects, challenge the boundaries of conventional imagery, evoking an intriguing understanding between presentation and context. Her large-scale works, acknowledged as allegories, are indexical of the narrative text she chooses to illustrate. Jane's methodology is consistent and highly expressive; her technique is one of

editorial immediacy, providing the viewer with a thematic for discussion and elucidation.

Jane's photographic images were selected for Bloomberg New Contemporaries as part of the Liverpool Biennial. Her work was also included at The Royal College of Art, Lilly Oncology Exhibition, before travelling to The Metropolitan Pavilion, New York. She was also a successful participant at The Royal Academy's 2008 Summer Exhibition.

Elephant no.123



Lover

Jeff Rowland

Inspiration:

The movies and love scenes.

Biography:

After studying art at North Tyneside College, Jeff became self employed as a professional artist in 1984. He used this time to experiment with all mediums including glass engraving, printing and painting, but always seemed to be drawn back to oil paint. Even as a child he remembers his grandmother using oil paint in a paint by numbers set; this caught his attention and he was fascinated with the medium.

In 2000 he did a HND in advertising/ illustration as a visualiser, studying at Newcastle. While there, he worked on many live briefs and was successful in winning a NEPA award (North East

Print Association). After exhibiting in a Northumberland gallery, his artwork was taken to the London Affordable Art Fair, where he had a sell out in one day. Things began to snowball and Jeff has since exhibited in Edinburgh and in Dublin with equal success.

Jeff has always been fascinated in two areas of art; the implicit meaning and the inspiration. He says, "I was inspired to paint a rain soaked street through films I saw at the cinema. I watched The Bridges of Madison County, a film about an accidental relationship between a man and woman. The film is always shot in beautiful sunshine, until the end, when the relationship has to end and the rain really falls, giving an implicit meaning that the relationship is being washed away. The Road to Perdition is another example. At the

end of the film, relationships are ending, implied by the use of falling rain.

I like to let the viewer of the painting make their own mind up about what is happening with the characters in the composition. I like to add street signs pointing in two different directions suggesting that these two people are coming together, or are they splitting up? Maybe they are having an affair; is their love a secret or are they simply going back to the bar where they first met? This is also helped by composing the painting on a street corner. A view of two roads meeting or two paths crossing. In their relationship, has the bar become 'their bar'? The viewer has the answer."

Elephant no.125



Mammoth Metaphor

Peter Beard

Inspiration:

An encapsulation of his life's work, Peter Beard, in his own unique and inimitable style spent two months creating a masterpiece out of a collage of ink drawings, blood and over 1500 photographs spanning fifty years of documenting the tragedy of the African elephant. Disturbing and graphic, quirky and cynical, Peter's magnificent elephant re-defines the word 'original' and sends a clear message that not only is mankind destroying this most iconic of species, but how closely both the African and Asian elephant's fate is linked to man's.

Biography:

Born in 1938 in New York City, Peter Beard kept diaries at an early age. He took his first pictures at twelve and photography quickly evolved into an

extension of his diaries, as a way to preserve and remember vacations and favorite things. In 1957 he entered Yale University as a pre-medical student, but perceiving humans as the main disease soon switched to art history.

Trips to Africa in 1955 and 1960 piqued his interests and after graduating from Yale, he returned to Kenya. In the early 60s he worked at Kenya's Tsavo National Park, during which time he photographed and documented the demise of over 35,000 elephants and 5000 Black Rhinos and published two The End of the Game books (1965 & 1977). His first exhibit was at the Blum Helman Gallery In New York in 1975 and was followed in 1977 by the landmark installation of his photographs, elephant carcasses,

burned diaries, taxidermy, African artifacts, books and personal memorabilia at the International Center of Photography (his first one man show) in New York City.

In addition to creating original artwork, Beard has befriended and collaborated on projects with many artists including Andy Warhol, Andrew Wyeth, Richard Lindner, Terry Southern, Truman Capote, and Francis Bacon. In 1996, shortly after he was skewered and trampled by an elephant, his first major retrospective opened at the Centre National de la Photographie in Paris, followed by other exhibits in Berlin, London, Toronto, Madrid, Milan, Tokyo and Vienna. He now lives in New York City, Montauk Point, and Kenya with his wife Nejma and daughter Zara.

Elephant no.198



Hathi

Manish Arora

Inspiration:

The elephant is a much revered and adored animal in India so I wanted to make my elephant a colourful and gentle mascot from India.

Biography:

Manish Arora launched his Label "Manish Arora" and started retailing in India in 1997. Since then he has been a front runner in the fashion industry, with many achievements including representing India at Hong Kong Fashion Week and participating at the first ever India Fashion Week held in New Delhi. In 2001 Manish launched his Label "Fish Fry" and showed this collection in six leading cities in India. His first flagship store Manish Arora Fish Fry opened in New Delhi and he also has stores in Mumbai and New Delhi. He is stocked at 75 well known

stores worldwide.

Awards include the best Women's Prêt Designer at the first ever Indian Fashion Awards held in Bombay and the designer's choice for best collection award at Miami Fashion Week. Manish had a successful debut at the London Fashion Week in September 2005 and received an overwhelming response from the press as well as the buyers. He opened his flagship store in December 2005 at Lodhi Colony Market in New Delhi. Manish also exhibited some of his work at the Victoria & Albert Museum, London for an exhibition called "Global Local" in association with the British Council, India.

A coveted fashion jury in a leading Indian publication OUTLOOK

adjudged him to be the Best Indian Fashion Designer and featured him on the cover of its March 2006 issue. Collaborations include make up and cosmetics giant MAC, Reebok, Swatch, NIVEA, Good Earth and Crystallized Swarovski Elements and he has even hosted his own TV show on Discovery Travel and Living. Most recent achievements include being inducted into the Chambre Syndicale de la Prêt à Porter, France and invited by the Ministry of Culture, France, to showcase a retrospective of his designs at the Palais Royale in Paris.

Elephant no.164



Ampersand

Luca Boonkerd Kaewdee

Inspiration:

I work a lot with iron and I like to use the parts I have lying around. This gave me the idea to create the Ampersand elephant, a robotic elephant that would never become extinct.

Biography:

Born 15th January 1975, Luca studied at Chiang Mai University and achieved a Bachelor of Fine Arts and a Major in Sculpture. His recent achievements include creating his own business, Luka Art Design.

Elephant no.8



Ferrous

Michael Howells

Inspiration:

Decay, urban, lost horizons.

Biography:

A production designer and art director working both in film and in fashion, Michael Howells is credited with realising some of the most spectacular and ambitious sets in either field.

Closely aligned with many of the highest-profile practitioners in fashion, Howells has designed numerous sets for Christian Dior and own name fashion shows. Howells has also realised catwalk presentations for Lacroix and McQueen. Creative relationships with photographers Mario Testino, Patrick Demarchelier and particularly a longstanding collaboration with Nick Knight, have seen Howells create sets for many of the major

advertising campaigns, including those for Louis Vuitton and Christian Dior.

Howells is equally acclaimed for his work in the performing arts. His career in film boasts production design for titles including 'Bright Young Things' with Stephen Fry, 'Shackleton' with Charles Sturridge, 'About Time Too' and 'Miss Julie' with Mike Figgis, 'An Ideal Husband', 'Emma' starring Gwyneth Paltrow, and 'Nanny McPhee' starring Emma Thompson. Howells' theatre design credits include MSM/ DV8 Physical Theatre at The Royal Court, 'Towards Poetry' for The Royal Ballet, 'Derdemon' for the Statsoper, Berlin, 'Julius Tomb' for Mark Baldwin Company and 'Constant Speed' celebrating Einstein's Centenary for the Rambert Ballet, 2005. Such diverse projects have led to an array

of additional projects ranging from producing Kate Moss' 30th birthday 'The Beautiful & The Damned' to an imaginative strand of the interior of Comme des Garçons' Dover Street Market to set design for a Gwen Stefani's 'Love. Angel. Music. Baby' video.

Howells' exhibitions include Ferragamo's Cinderella (1998) at the Florence Biennale and 'Hats: An Anthology by Stephen Jones' exhibition at the V&A (2009). In 2007 Howells won the Prix d'Excellence de la Mode in Paris and the first Isabella Blow award for Fashion Creator of the Year from the British Fashion Council. He is also the Associate Designer of the Rambert Dance Company.

Elephant no.49



LIFE-SIZE OIL PAINTING OF TARA BY RICHARD SYMONDS

Richard was born in 1969 Surrey, England. On leaving school he worked extensively around the Middle East and North America for the military before returning to his Surrey home to develop his skills in a completely different field, Art and Conservation. Entirely self taught and pursuing a string of commissions including amongst others, Harley-Davidson, the London Philharmonic Orchestra and the BBC, he decided to concentrate solely on painting and drawing wild animals in their natural habitat.

His work can be found in private and corporate collections throughout the world including New York, Los Angeles, Kenya, Botswana, South Africa, Russia, Hong Kong and Poland. Richard's enthusiasm and commitment to wildlife is vividly illustrated in his work, and he has a rare ability to capture the true essence of each animal he paints.

In 2006 Richard hit the headlines in all the daily newspapers and radio when he completed his life-size oil

painting of an African bull elephant called "Tembo". It sold for a staggering \$100,000.00 to a private collector with a large donation from the sale going directly to The Born Free Foundation.

This year, Richard has supported Elephant Family by painting 'Hope', his elephant for Elephant Parade London 2010 and with conservation being such a passion, Richard approached Elephant Family with the offer of painting another extraordinary life-size elephant on canvas; Tara.

Tara is the Asian elephant who enchanted the charismatic travel writer Mark Shand, and inspired him to help set up the charity, Elephant Family - the official charity of Elephant Parade worldwide. Tara, which means star in Hindi, is affectionately credited as the original founder of Elephant Family and now lives happily at Kipling Camp, India, enjoying the affection and attention of many delighted guests each year.

This stunning piece of work will be displayed and available to buy via silent auction.

www.richardsymonds.com



Painting measures approx. 10.2 feet x 7.2 feet
Sepia oil on canvas