

Elephant Parade

London 2010

elephant family ELEPHANT PARADE®

DESIGN & ACCESS STATEMENT

Elephant Parade London 2010 will run from May to July 2010 and will be London's biggest public art exhibition. With an estimated audience of 25 million, the campaign aims to raise over £2 million for the endangered Asian elephant, and will benefit more than 15 UK conservation charities and partner organizations. The brightly painted elephants are each decorated by a different artist, designer or celebrity and will be auctioned with Sotheby's at the end of the event. The exhibition is brought to the capital by London based charity; Elephant Family. Founded by Mark Shand in 2002, this conservation charity is the only UK charity working to save both wild and captive Asian elephants from extinction and abuse.

The sculptures come in two different models; a standing elephant and a sitting elephant. The sitting elephant is a wider sculpture which means the plinth footprint also comes in two different sizes. See attached 2D drawings for dimensions and detail.

The purpose of the exhibition will be explained to the public via a plaque which will be attached to the plinth. This plaque will tell a 'story of participation' in a font size of approximately 15mm. The plaque will measure 46cm by 80cm. The wording will include an explanation of Elephant Parade; information about the artist, the charity, the sponsor and key partnerships behind the event. Pictures or logos will be included on the plaque and will measure approximately 6cm x 6cm.

The fibreglass elephants start life as blank sculptures which are then painted by artists and coated in an anti-graffiti resin. The sculptures have been made by Acton based company; 3 D Eye, who have over ten years experience of making fibreglass sculptures for outdoor exhibition. The sculptures sit on metal plinth which will be weighted with sandbags or concrete blocks for security.

Much thought has gone into the security of the sculptures and the following measures have been employed to protect the elephants and keep the event safe. **Vandalism:** The artwork will be coated in an anti-graffiti resin that has been selected after rigorous testing. A team of 20 people will be on hand throughout the exhibition to remove graffiti and make minor repairs to the sculptures. Flame retardant fibreglass has been used for the elephants, however, if for any reason a sculpture is damaged beyond repair it will be removed from the street and replaced within ten working days. A team of copy artists and an allocation of blank elephants are on standby for this worst case scenario.

For **security and safety** reasons the elephants contain a metal framework which is bolted to the metal plinth. The plinths are weighted with concrete blocks – which enable the sculpture weight to vary to suit its location. For example; if a sculpture is installed over a void the number of concrete blocks can be reduced in line with the weight limit. **Accessibility** of the event has been assessed by the locations team, who have made site visits to each location. For each location pavements have been measured to ensure a double buggy or wheelchair can pass by (clearance width of 1.2m) in line with guidance from the Department of Transport.

Our logistics partner; Cadogan Tate and Eco Van and Man will be handling the transport, installation and storage of the sculptures. A team of 150 people will install the sculptures over the Bank Holiday weekend of May 2nd. This team will be trained in a manual handling course prior to installation. The sculptures will be installed using man power alone – no heavy equipment (such as cranes) will need to be used. Once the exhibition is over the same team will de-install and transport onwards to the auction venue.

Use

The temporary instalment of fibreglass elephant sculptures across London, as part of the Elephant Parade event running from May – July 2010.

Amount

Elephant Parade will incorporate a total of 258 elephants located in various interior and exterior sites across London. The number of elephants displayed at each site will vary.

elephant family, 81 Gower Street, London WC1E 6HJ. +44 (0)20 7580 3184.

Registered in England No. 4310834. Charity No. 1091671.

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Layout

The elephant sculptures are made of flame-retardant fibreglass and will be treated with an anti-graffiti resin on completion. The fibreglass elephant sculpture will be bolted into a metal plinth which will be weighted and secured with concrete blocks.

Scale

The maximum dimensions of the elephant sculptures including plinth are: 1.84 metres (height) x 2.00 metres (width) x 1.22 metres (depth).

Landscaping

The existing landscape will not be affected by the temporary installation of these fibreglass elephant sculptures and plinths.

Appearance

These fibreglass elephants will be paced on a plinth made of metal which will be weighted down with concrete blocks concealed within the plinth. Each of the elephants will be individually designed by a different artist, designer or celebrity. No illumination is proposed as part of this installation.

Access

For each location pavements have been measured to ensure a double buggy or wheelchair can pass by (clearance width of 1.2m) in line with guidance from the Department of Transport. Each of the proposed locations have been individually visited and assessed to ensure that the displays will not cause any nuisance.