



NEWS EXTRA

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LONDON'S QUALITY NEWSPAPER

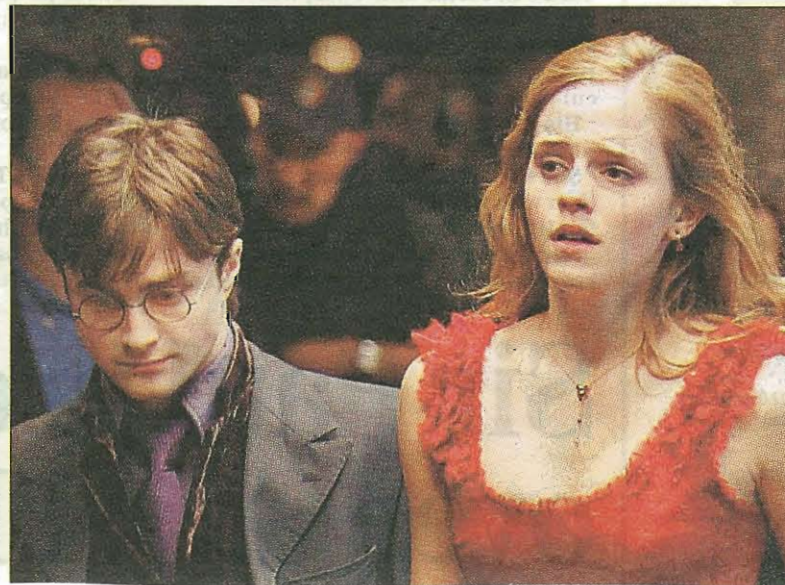
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SO WHAT **HAS** CHARLES DONE FOR ARCHITECTURE?

ROWAN MOORE
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Tesco's pledge:



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The 200 elephants
storming London

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Trunk route across London

200 model elephants to cover capital for charity

RUTH BLOOMFIELD

A HERD of 200 fibreglass elephants is to invade London in a show billed as the capital's biggest public art exhibition.

The model Asian elephants — each decorated by a different artist or celebrity — will be set up in streets, parks and squares next summer.

They will then be auctioned off by Sotheby's in aid of a wildlife conservation project, and it is hoped the event will raise more than £1 million to help save the endangered creatures.

The elephants will be sited from Buckingham Palace to the South Bank, beside Tate Modern and in Parliament Square in May, June and July next year. Each model, which is standing or sitting, is 1.5 metres high and 1.8 metres

'Organisers have joined forces with a conservation charity set up by Camilla's brother, Mark Shand'

in length. They are the size of an adolescent elephant and weigh 65 kilos after organisers feared full-sized versions would make streets too crowded. Designer Diane von Furstenberg and up and coming artists Sacha Jafri and Sam Hacking have already agreed to design models.

The men behind the Elephant Parade are father and son team Marc and Mike Spitz. The entrepreneurs — responsible for marketing both the Smurfs and Hello Kitty — decided they wanted to launch a creative international project to aid elephants across the world.

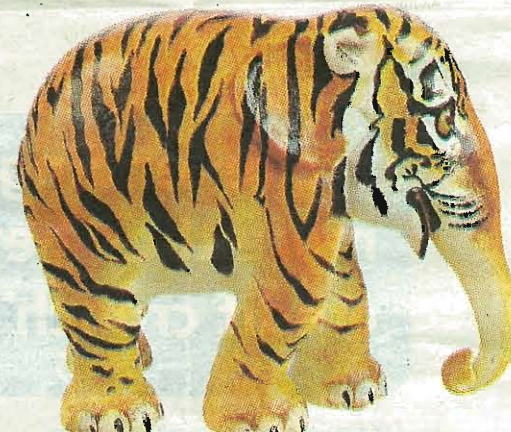
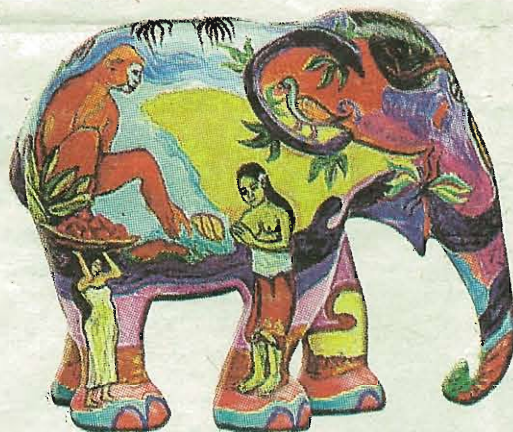
They are working in partnership with elephant family, a charity which was set up by Mark Shand, the brother of Camilla Parker-Bowles.

Mr Shand visited India almost 20 years ago and was horrified by the plight of the Indian elephant.

The charity works with the World Land Trust and Wildlife Trust of India, to buy and manage land to give the creatures a permanent home. A spokes-



Shining example: model elephants will be decorated by artists and celebrities and sold for charity. The pictures show models from a similar project in Holland



woman for the charity said: "To put the cause into perspective, it has been estimated that it will take £10 million to safeguard the future of India's elephants.

"That works out at roughly £500 per elephant and Elephant Parade London plans to raise at least £1 million to work towards the £10 million goal."

The scheme is backed by Mayor Boris

Johnson, as well as celebrities including Joanna Lumley, Stephen Fry and Michael Palin.

Former Monty Python star Palin said: "Elephant Parade is ambitious, good fun and exactly the right message."

Mr Johnson said: "Bring on the elephants. Elephant Parade is a brilliantly innovative way of using public art to benefit conservation. Not only would

the parade brighten London's streets and enhance our public spaces, it would play a vital role in building a new generation of conservationists."

Elephant parades have already been held in Antwerp — which raised more than €500,000 — and Rotterdam. The parade will be in Amsterdam this summer. After London it will move to New York and Milan. The event mirrors the

popular Cow Parade event in London in 2002, which saw brightly coloured cows stationed around the capital before being auctioned for children's charities.

■ Artists and businesses who would like to support Elephant Parade by painting or sponsoring an elephant, should call elephant family on 020 7580 3184 or email carly@elephantfamily.org