

# Elephant Art launches new visual identity and pioneering project space in West London

- March 2017: Elephant Art & Culture Magazine was acquired by Colart
- August 2017: Elephant Art launches new visual identity and website: [www.elephant.art](http://www.elephant.art)
- Spring 2018: Elephant Art will open new pioneering project space in West London

Contemporary art and culture magazine Elephant will open a new project space in White City, London, in Spring 2018. This exciting development for the popular magazine comes less than a year after it was acquired by Colart from Laurence King Publishing in March 2017. The year also saw Elephant Art launch a new visual identity and new content rich website.

## **NEW VISUAL IDENTITY:**

Created with London-based studio Kellenberger-White, Elephant magazine's new design marks the next chapter for the global quarterly art and culture magazine, with a change to the logo, page design and paper stock. The logo was the starting point for the new art directors, who took a decidedly literal reading of the magazine's title and visited the elephant enclosure at Whipsnade Zoo in Bedfordshire for inspiration.

*"We watched how they move, how they behave together, how they use the trunk as a tool," the designers say. "Naughty Elephants Squirt Water—not only a mnemonic (NESW), perhaps. We took this as a suggestion for our approach to designing Elephant's new graphic identity. Later that day, on a building site near our studio in East London, we tried to create letterforms by squirting water on the ground. After a few days of experimenting and elephant-infused acting, we'd found our direction."* The design also includes the crunchily cutting-edge typeface Agipo, Radim Peško.

Issue 32, which launched on 6th October, was the first to be art directed by Kellenberger-White, and took perfection as its research subject, speaking with artists such as Kate Cooper, Jo Longhurst and Eva O'Leary—whose Redhead (Amie) was selected for the cover—about the hooks and pitfalls of perfection. For Perfect Me, Perfect You the magazine asks: *"Is perfection troubling us now more than ever?"*

## **NEW CONTENT FRIENDLY WEBSITE:**

To coincide with the launch of their new visual identity, Elephant Art also launched a new website which was designed to maximize the flow of information for the visitor—the team wanted to make sure that it was easy to digest all their online content.

In terms of design the website reflects the new magazine design by Kellenberger-White, with bold typeface and simplistic layouts. Direct, spontaneous and multi-disciplinary, Elephant aims to survey the international contemporary art scene with more energy and depth than any other magazine in print or online. Their new website offers the same dedication to capturing the sensual pleasure of art and offers readers another platform to experience their eloquent and opinionated writing.

## **PIONEERING PROJECT SPACE:**

In a fresh manifestation of the transfer of London's creative energy from the east to the west of the city, Elephant West will serve as a hub for the West London arts community, providing the emerging scene with a unifying voice and writing a new narrative in the already densely layered history of London's creativity.

Housed in a converted petrol station, Elephant West will commission an ambitious programme of installations by emerging artists, supporting the careers of exciting young creatives by giving them the opportunity to show ground-breaking new work.

Elephant magazine is built on the idea of collaboration, and the work produced at Elephant West will reflect and develop this ethos, bringing together exciting makers of all stripes to create fresh multimedia works that break down the traditional barriers between different art forms.

Through Elephant West, the magazine is pioneering a new, triadic structure for art publications, combining print, digital and physical incarnations and using all three outlets to create dynamic, cutting-edge content that can be shared across the Elephant platforms.

Designed by architects Liddicoat and Goldhill, Elephant West will offer a stimulating programme of live dance and music performances, film screenings, and talks and workshops curated by the magazine. In a nod to its famous neighbours Television Centre, the BBC's former headquarters, and White City Place, the former BBC Media Village, the project space will also serve as a broadcasting hub for Elephant, which will live-stream events and publish other exclusive video content generated at Elephant West via its [elephant.art](http://elephant.art) website.

There will also be a café, shop and outdoor garden area, providing an ideal meeting place for the city's arts community.

Robert Shore, Elephant's Creative Director, said: *"Elephant's tagline is 'Life Through Art' and, in keeping with that, the work produced at Elephant West will resonate thematically with the concerns of the wider world rather than the narrower interests of the 'art world'. Elephant West will turn ordinary life into cutting-edge art."*

Alistair Shaw, MD of Television Centre and White City Place, said: *"Elephant West confirms that White City is now a cultural destination to rival east London. The transformation of a once forbidding and derelict petrol station into a thriving arts hub is the perfect indicator of the area's reinvigoration. It complements perfectly the creative businesses moving in to White City Place, local institutions such as the RCA and Imperial College that nurture emerging talent, and this year's public opening of Television Centre."*

## **ABOUT ELEPHANT MAGAZINE:**

Founded in 2009, Elephant is a renowned quarterly art culture magazine with distribution in 19 countries. Their head office is located in London where they offer a unique set of creative services including editorial, print and distribution. In order to secure some of the most inspirational and creative premium content, Elephant partners with some of the world's most innovative companies.

Visit [www.elephant.art](http://www.elephant.art) for more information

### **ABOUT LIDDICOAT & GOLDHILL:**

David Liddicoat & Sophie Goldhill run their award-winning Architecture & design studios and workshop from London and Margate. They have a burgeoning international reputation for kinetic, crafted, atmospheric buildings for cultural and private clients. They were awarded an RIBA award and Manser Medal nomination for the handcrafted Shadow House. A prestigious Stephen Lawrence Award shortlisting and a second RIBA award came for the kinetic 'Ancient Party Barn'.

The practice has twice been shortlisted for Building Design One-Off House Architect of the Year, longlisted for Young Architect of the Year and featured the Architecture Foundation's "New Architects 3: A decade of New British Talent".

The studio's work has been widely exhibited and published in the UK and abroad with several models selected for the architecture room of the Royal Academy of Arts.

Visit [www.liddicoatgoldhill.com](http://www.liddicoatgoldhill.com) for more information

### **ABOUT COLART:**

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.

Visit [www.colart.com](http://www.colart.com) for more information