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Jumbo parade

Richard Vines  
Apr 05, 2010  
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London streets to host 250 model elephants to raise money for conservation of the endangered Asian elephant

The jumbos are coming – more than 250 of them. Designers and artists aiming to protect the endangered Asian elephant have decorated fibreglass pachyderms that will pop up at locations across London on the night of May 2.

From the fashion world, the Elephant Parade has drawn the support of Lulu Guinness, Tommy Hilfiger, Paul Smith, Diane von Furstenberg, Julien Macdonald and John Rocha. Marc Quinn and Jack Vettriano are among the painters who are taking part.

Each of the brightly painted elephants weighs 154 pounds and will be mounted on a plinth in locations that include Buckingham Palace, Parliament Square and Carnaby Street. The artist Benjamin Shine has produced a black-cab jumbo, with headlamps for eyes and a "Taxi" sign in its forehead.

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