

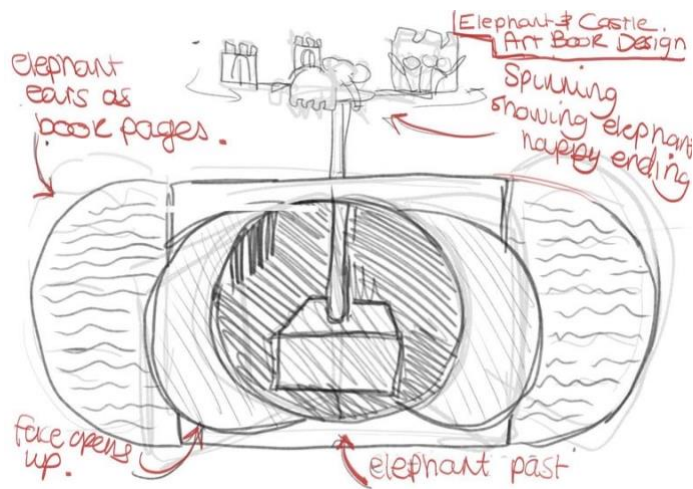
ELEPHANT AND CASTLE STORYBOOK

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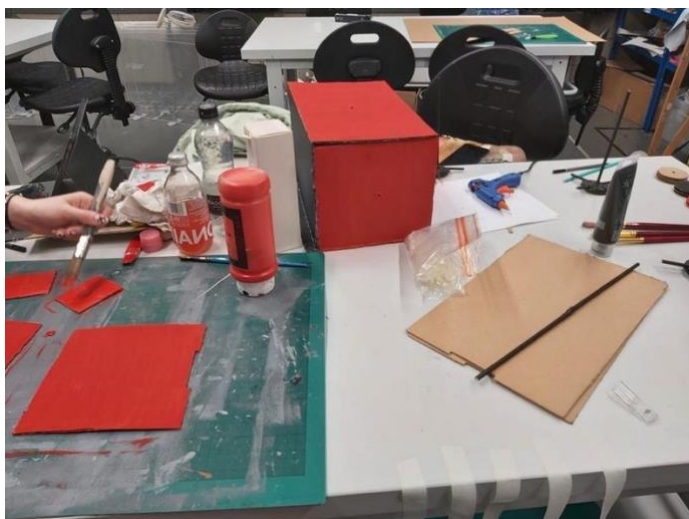
Initial Ideas:

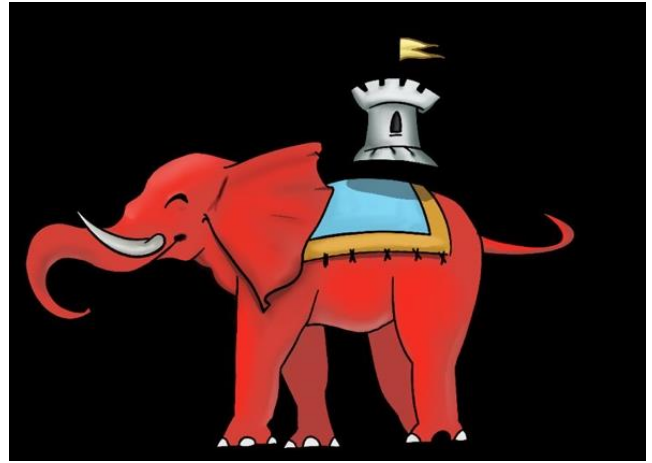
After walking around Elephant and Castle we discovered a statue symbolising the area, a isolated red elephant with a castle on its back. The statue itself felt very lonely, inspiring us to create the bases of the origin story around its isolation. We experimented with ideas of how to convey the emotion, exploring Pinterest and finding a gear contraption to use as a bases for the structure of the physical book. Our storyline wanted to show the journey of the elephant's isolation and the significance of the castles he made to it.

Process:



While crafting the structure was challenging at first, constructing the mechanism to turn the gears especially, we were able to connect all the pieces to create movement from a single wheel. We decided to show the elephant's face opening into the story while also highlighting the inside of his head, being the gears, communicating the isolation in a physical way through an empty dark box and the harsh mechanics. The top of his head illustrates the building of his many castles in his attempt to become less lonely.





Story:

Long ago, there was a giant red elephant who travelled to many regions of the planet, he had impeccable talent in craftsmanship and built many homes but they were always empty for his was all alone. On one rainy night, he was traveling and witnessed a horrid storm destroy a village; leaving the villagers deserted and completely vulnerable to the storm. Feeling worried and concerned for the villagers, he built castles on top of castles on his back so he could transport the villagers to a safer location. When he arrived inside the village, the villagers were all afraid of him but the elephant wanted to protect the people and showed them the castles on his back. Upon noticing the castles, the villagers were all amazed and rushed inside away from the angry storm. The kind hospitality of the elephant allowed the people to escape the storm and live happily ever after.

Final Images:

