



# ELEPHANT PARADE BANGKOK 2015

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ELEPHANT PARADE™  
**BANGKOK**



## ELEPHANT PARADE BANGKOK 2015

Elephant Parade® is coming to Bangkok in 2015! Proudly presented by Anantara Hotels, Resorts & Spas, the world's largest art exhibition of decorated elephant statues will be on tour in 3 different locations around the city (Siam Paragon, Asiatique and Lumpini Park).

Created by artists and celebrities from all around the world, each Elephant Parade statue is a unique art piece. After each exhibition, a number of Elephant Parade statues are auctioned by a auction to raise money towards Asian elephant conservation. **Be a part of it!**

### Details:

- Elephant Parade Bangkok will run from 1st December 2015 for 3 months culminating with a Grand Charity Gala Auction Dinner at the end of the exhibition.
- Approximately 88 life sized baby elephant statues will be on display, created by local and international artists, celebrities and designers and sponsored by members of the community.
- Net auction proceeds will be donated to The Golden Triangle Asian Elephant Foundation.
- Bangkok is the 16th Elephant Parade exhibition that will be organised around the world. Past cities include Amsterdam, London, Milan, Copenhagen, Singapore and Hong Kong.
- Over 200 brands have participated in and supported previous Elephant Parade Exhibitions including Ferrari, Aston Martin, Air France, Thai Airways International, Paul Smith, Vanity Fair, Tangs, Swire Properties, Singapore Zoo, L'Oreal Professional to name a few.

## HELLO ELEPHANT PARADE FRIENDS!

It's with great pride that we announce Elephant Parade® Bangkok 2015.

The Elephant Parade journey started in Thailand after an encounter with a baby Asian elephant that stepped on a landmine. Her name is Moshia and we met her at the 'Friends of the Asian Elephant' Hospital in Lampang back in 2006. Moshia continues to be our icon, inspiration and is the reason why we created Elephant Parade.

Elephant Parade is very proud and excited to team up with such a great company as Minor International through Anantara and The Golden Triangle Asian Elephant Foundation. We share the same commitment and values in helping save the Asian elephant, ultimately from extinction.

We've travelled all over the world with Elephant Parade and now it feels like we are coming home, with our upcoming event in Bangkok next year.

I am sure this exposition will be our most exciting and colourful one to date!

Let's paint a brighter future and we hope you will all be part of it!

*Mike Spits*

Elephant Parade Founder



## A MESSAGE FROM BILL HEINECKE

As a citizen of Thailand, I have always been passionate about helping the country's national animal and as a result I founded The Golden Triangle Asian Elephant Foundation (GTAEF) in 2006, in order to help improve the plight of Thailand's elephants. It has since been diversified to include welfare projects that incorporate broader philanthropic, cultural and direct conservation objectives.

To date, we've rescued over 40 elephants from Thailand's city streets and 20 of those are now living in a jungle environment on the grounds next to Anantara Golden Triangle in Chiang Rai with their entire mahout family. In addition to performing street rescues, the GTAEF cooperates with the Thai government and other organisations in 'bigger picture' projects.

As a company, we are always looking for like minded partners who share our true passion in saving the Asian elephant and Elephant Parade has long been known for its elephant conservation efforts in Thailand, which is why we feel this partnership is the ideal fit.

The more awareness that is raised on the plight of domestic and wild elephants in Thailand the better the chances we have for their survival. I can't think of a better way to raise awareness than bringing the largest open air art exhibition in support of Asian Elephants to Bangkok in 2015.

I look forward to seeing you there!

*William E. Heinecke*

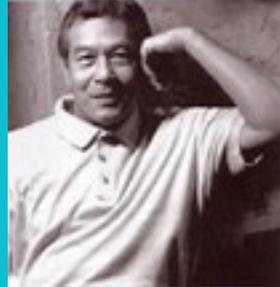
Chairman and CEO of Minor International



# AMBASSADORS

## *Nirut Srirachanya*

“Elephants need our protection. Man kills them because of money; they kill them for the ivory and then sell it. We call it by such a beautiful name, ‘ivory’ but it’s just bone, what right do we have to kill them for a simple bone. Man also kills elephants because they need land to grow crops. The property is not theirs, it belongs to the Forestry Department and the elephant also is not theirs, so we have no right to kill them because of land issues. My design is about the truth. We need to protect these magnificent creatures. That’s why I have painted the symbol of protection on my elephant. The symbol means that elephants want to live in harmony with man and pray for the day that they won’t harm them and that they will one day have a better life.”



## *Pae Arak*

“Elephants have long played an integral part in Thai history and life, yet there are issues to be addressed in order to protect them. I would like to encourage everyone to discourage any activity that threatens their welfare or habitat. Through our combined efforts, we can look forward to a future where elephants are given the respect and care they deserve as the proud symbol of Thailand.”



## *Cindy Bishop*

“I am so excited and honoured to be chosen to be one of the artists for the Elephant Parade! What a wonderful way to get people talking and taking action in elephant conservation. The elephant is our country’s national animal and symbol, but somehow this once-revered and noble creature is now forced to beg for food on the busy and dangerous streets of the capital. I truly hope that this magnificent colourful pachyderm parade will raise the awareness and inspire us all to take more concrete steps to ensure their survival and wellbeing.”



## *Tony Jaa*

“Growing up with parents who were elephant caretakers, I truly appreciate the intelligence and character of these magnificent animals. With my past in mind and having worked with elephants during my movie career, I understand the importance of passing on the message that all elephants should be honoured, and I give thanks to all of the people and organisations who work so hard for their welfare and protection.”





Nello T. (figlio di Mara) by Ferrari Design



## LET'S PAINT A BRIGHTER FUTURE!

Elephant Parade® is the world's largest art exhibition of decorated elephant statues. Created by artists and celebrities, each Elephant Parade statue is a unique art piece. The life-sized baby elephant statues are exhibited in international cities. After each exhibition, a number of Elephant Parade statues are auctioned. Limited edition hand-crafted replicas and a select range of products are created from the exhibition elephants. Net auction proceeds are donated to the Golden Triangle Asian Elephant Foundation.

**Be part of it.**

### HOW IT ALL BEGAN

Elephant Parade was founded by father and son Marc and Mike Spits in 2006. Whilst on holiday in Thailand, Marc met a baby elephant named Moshu, who had lost her leg after stepping on a landmine. Moshu inspired Marc and Mike to create Elephant Parade.

In 2007, the first exhibition was held in Rotterdam, The Netherlands. The 'Friends of the Asian Elephant' Hospital - Moshu's home base in Lampang, was one of the first organizations to receive contributions generated by Elephant Parade and structurally continues to receive funds for taking care of Moshu.

Moshu was the first baby elephant in the world to receive a prosthetic leg.

### A WORLDWIDE SUCCESS

More than 800 artists have participated and over 1000 elephants have been created; each an original piece of art.

Amongst some of our artists and supporters are Jack Vettriano, Ronald Ventura, Paul Smith, His Royal Highness Prince Consort of Denmark, Katy Perry, Diane von Furstenberg, Sarah - Duchess of York, Karim Rashid, Leona Lewis...

The top price for an original elephant statue at an Elephant Parade auction fetched £155,000. This masterpiece was created by artist Jack Vettriano for the 2010 London Elephant Parade.

## ANANTARA HOTELS, RESORTS & SPAS

*Presenting Partner of Elephant Parade Bangkok*

For hundreds of years throughout Thailand, people would leave a jar of water outside their house to provide refreshment and extend a welcome to the passing traveller. Anantara is taken from an ancient Sanskrit word that means 'without end', symbolising this sharing of water and the heartfelt hospitality that lies at the core of every Anantara experience.

From lush jungles to pristine beaches and legendary deserts to cosmopolitan cities, Anantara currently boasts over 30 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Mozambique and the United Arab Emirates, with future properties to open in Mozambique, China, Sri Lanka, Mauritius, Laos, Qatar and Oman.





# THE GOLDEN TRIANGLE ASIAN ELEPHANT FOUNDATION

The Golden Triangle Asian Elephant Foundation (GTAEF), was set up in 2006 to improve the plight of Thailand's elephants, and has since been diversified to include welfare projects that incorporate broader philanthropic and cultural objectives with unprecedented success.

Currently 25 elephants that have been rescued from Thailand's city streets, accompanied by their entire mahout family, are provided with a place to rest and grow. English lessons are arranged for the mahouts and their wives, education is made available for their children, and a silk worm business provides the wives with 100% of the profits made from the sales of their wares at the resort boutique.

In addition to performing street rescues the GTAEF cooperates with the Thai Government and other organisations in projects including supporting scientific research and clinics using elephants as Assistant Therapists for children living with autism; donating

equipment and vehicles to Government elephants hospitals in Lampang & Krabi; sending their team of expert vets to help elephants throughout Thailand, Indonesia, Myanmar, Cambodia & Laos; developing scientific Positive Reinforcement Training techniques for elephants; reducing Human Elephant Conflict in Thai National Parks and improving the education given to the next generation of Thai mahouts.

The GTAEF have also built the world's only research facility dedicated to scientifically researching elephant intelligence and behaviour. Along with their parent company, Minor International, & working through international partners and the Cambodian Government GTAEF has, since 2013, funded the protection of an 18,000 hectare elephant corridor of standing forest in the Cardamom Mountains - since protection the wildlife has become visible and wild elephants started using the forest again.



*The Golden Triangle Asian Elephant Foundation is located at and supported by the Anantara Golden Triangle and Four Seasons Golden Triangle.*

[www.helpingelephants.org](http://www.helpingelephants.org)



**Concept** 16th the world's largest art exhibition of decorated elephant statues. Approximately 88 life sized baby elephant statues will be on display

**Launch party** Siam Paragon – December 1st, 2015

**Locations & Exhibition Dates** Siam Paragon 1st – 18th December 2015  
Asiatique 20th December 2015 - 11th January 2016  
Lumpini Park 18th - 29th January 2016



**WATCH THE VIDEO**

## DON'T WASTE ANY TIME!

### SPONSORSHIP ENQUIRIES:

For further information or to sign up for Elephant Parade Bangkok 2015, please contact:

**Mr Tim Boda**

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email: [tboda@minor.com](mailto:tboda@minor.com)



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