

ARIANNA





BY
ELSIE NANJI &
AYESHA BROACHA

THERE'S AN
ELEPHANT IN
THE ROOM!



WHY?

I was invited to participate in the Elephant Parade India in March 2018, with a planned preview event in Jaipur in November 2017.

This public art event aims to generate vital funds to secure 101 elephant corridors across India for the endangered elephant.

Elephant Parade is a social enterprise and runs 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-size, baby elephant statues are exhibited in international cities and raise awareness for the need of elephant conservation.

"As joint Presidents my wife and I couldn't be more proud to support this vital work... After all we are here to ensure that dear Mark's hard won legacy is maintained and enhanced."

– HRH The Prince of Wales, June 2015

CONCEPT

THE BLIND MEN AND THE ELEPHANT

*To visually interpret the ancient Indian parable
all over the elephant
in the story telling style of Ayesha Broacha's art*

*six stories all over,
like a jigsaw*

typography on both sides



*style of illustrations
brightly coloured naive art*

THE BLIND MEN AND THE ELEPHANT

a poem by John Godfrey Saxe (1816–1887)

It was six men of Indostan, to learning much inclined,
Who went to see the elephant (though all of them were blind),
That each by observation, might satisfy his mind.

The first approached the elephant, and, happening to fall,
Against his broad and sturdy side, at once began to bawl:
'God bless me! **BUT THE ELEPHANT, IS NOTHING BUT A WALL!**'

The second feeling of the tusk, cried: 'ho! What have we here,
So very round and smooth and sharp? To me tis mighty clear,
THIS WONDER OF AN ELEPHANT, IS VERY LIKE A SPEAR!'

The third approached the animal, and, happening to take,
The squirming trunk within his hands, 'i see,' quoth he,
THE ELEPHANT IS VERY LIKE A SNAKE!

The fourth reached out his eager hand, and felt about the knee:
'What most this wondrous beast is like, is mighty plain,' quoth he;
'TIS CLEAR ENOUGH THE ELEPHANT IS VERY LIKE A TREE.'

The fifth, who chanced to touch the ear, Said; 'E'en the
blindest man can tell what this resembles most; Deny the
fact who can, **THIS MARVEL OF AN ELEPHANT, IS VERY LIKE A FAN!**'

The sixth no sooner had begun, about the beast to grope,
than, seizing on the swinging tail, that fell within his
scope,
'I see,' quoth he, **'THE ELEPHANT IS VERY LIKE A ROPE!'**

*And so these men of Indostan, disputed loud and long,
each in his own opinion, exceeding stiff and strong,
Though each was partly in the right, and all were in the
wrong!*

*So, oft in theologic wars, the disputants, I ween,
tread on in utter ignorance, of what each other mean,
and prate about an Elephant, not one of them has seen!*



WHAT NEXT?

THE MAKING OF **ARIANNA**
(AANA MEANS ELEPHANT IN MALAYALAM)



WHAT
COLOURS
SHOULD WE
USE?



BLINDFOLD MAN 1

AYESHA PAINTS THE ARTISTIC PARTS



I FILL IN THE COLOUR





I PUT SOME
THOUGHTS IN
WORDS AND FAT
FONTS!



AYESHA GETS INTO THE DETAILS...



AYESHA

PAINTAKINGLY
DRESSED UP THE
BLINFOLDED MEN



ARIANNA WAS OUR RAY OF SUNSHINE
EVEN IN THE RELENTLESS MUMBAI MONSOON





EVERYTHING IS COMING TOGETHER
SLOWLY, BUT SURELY!



FONT ADDITIONS BY
RASAL,
THE MASTER CRAFTSMAN!

WHO LET THE CROW IN? 🐼





EXPERT
HELP
FROM
MY
LOYAL
ELVES

...AND KRISHNA, THE INCREDIBLE ARTIST,
ADDS HIS TOUCH 



I STRUGGLE TO KEEP UP...



WITH THE DEEPEST RESPECT FOR MICHAELANGELO





WITH ARIANNA
ALL DRESSED
UP IN COLOUR,
I BROUGHT HER
HOME!



KRISHNA HELPED ME TO GIVE HER AN EXTRA COAT
OF LACQUER TO PRESERVE HER VIVID STORY FOREVER

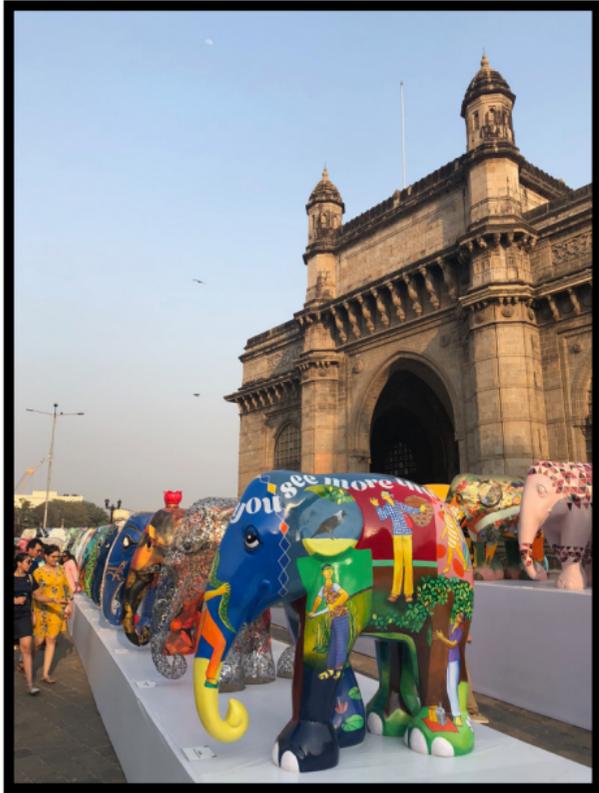


WE HAD AN ALL-DAY
FAREWELL PARTY FOR
ARIANNA AT HOME!





NEXT STOP:
ALBERT HALL MUSEUM, JAIPUR!



ARIANNA THE DEBUTANTE,
WAS REVEALED TO THE WORLD AT
THE GATEWAY OF INDIA
IN MARCH 2018



SHE WAS NEXT SPOTTED IN
PRIYADARSHINI PARK





OVERNIGHT,
WE ARRANGED
A CHOCOLATE
CAKE PARTY AT
SUNRISE





SHE TRAVELLED TO IN NITI MALL
IN ANDHERI, WHERE MANY FELL IN
LOVE WITH HER,
AND SENT US IMAGES

ARIANNA FOUND A NEW OWNER IN THE AUCTION AND A NEW HOME WITH SOPHIE, AN EDUCATIONIST WHO WANTS ARIANNA TO TELL ALL THE CHILDREN HER STORY.



AND THEY LIVED HAPPILY EVER AFTER...

THE END



