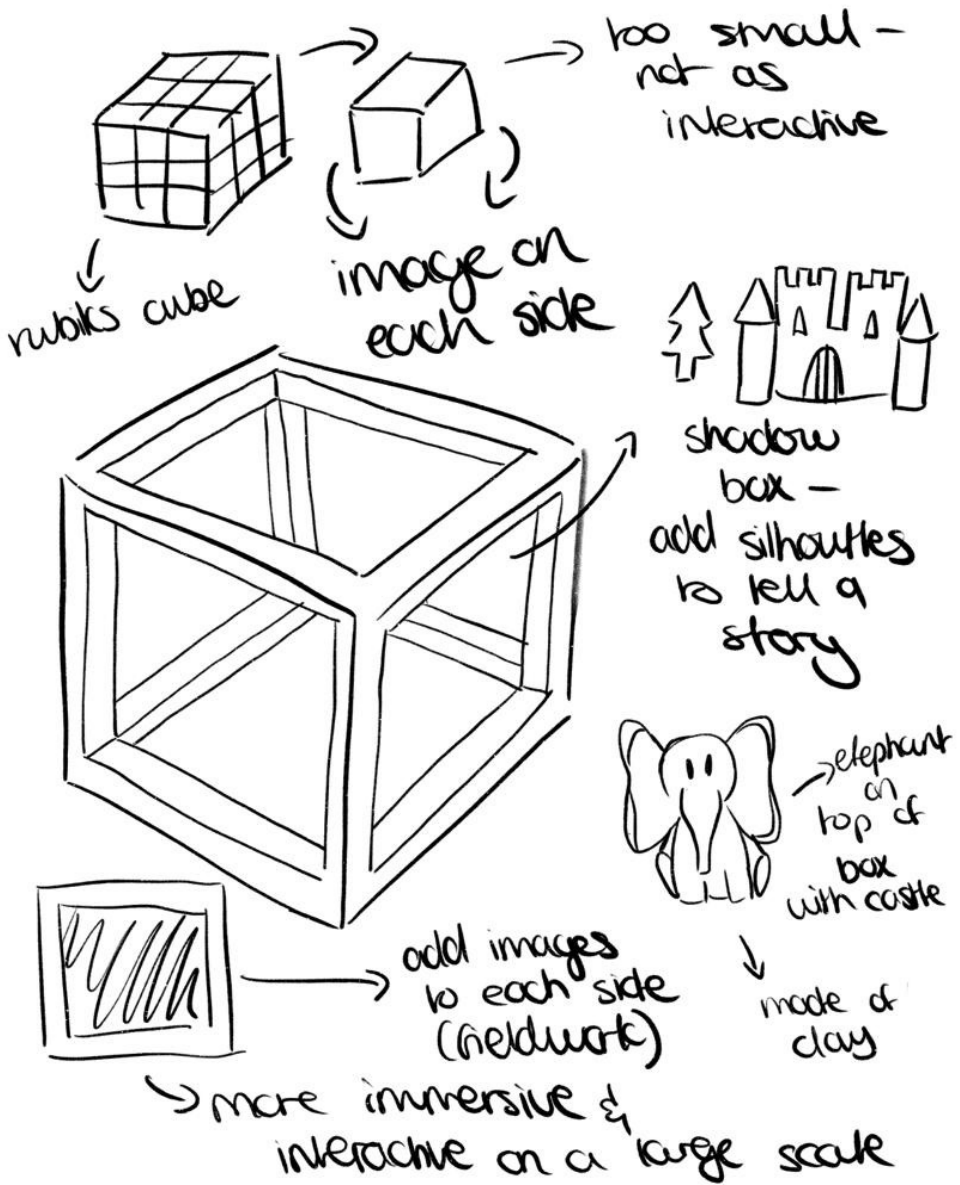# THE ORIGIN OF ELEPHANT & CASTLE

BY: NADINE, IMOGEN, SUMMER, SOPHIE, ALEX

INITIAL IDEAS & PLANNING

■We initially considered creating a Rubik's cube and having each side tell a story. However, we wanted to do something on a larger scale to make the book feel more immersive and interactive. Hence, we settled on using a large wood framed box and having images on each side tell a story in which the viewer walks around the box to observe and retain the story, experiencing the book in a sense.

FIELDWORK & PROCESS

We decided to go out and explore Elephant and Castle first-hand, engrossing ourselves into the story. We took photographs in hopes that we could derive and build a narrative from these images. In relation to this, we manipulated the photos by drawing an elephant into the scene, predominately relying on visual language to convey our story as opposed to literate communication.
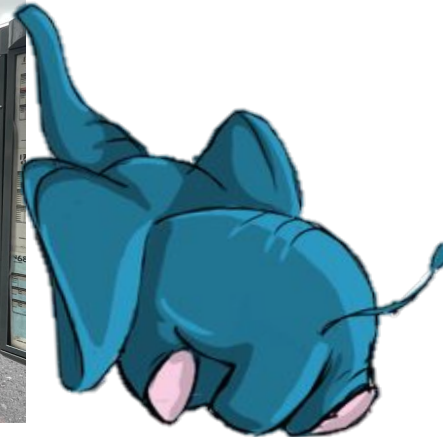
THE STORY:

There was once a lone elephant sneakily stealing bits and bobs from strangers of all walks of life. He travelled great distances in search of some of the most valuable possessions. He stole discreetly and quietly, gradually using these items to build his secret kingdom in a far away land in hopes that one day he would open his gates to the public. He would rule over this land and it would go down in history as 'Elephant and Castle'.

FINAL OUTCOME:

The images on the sides of the box are intended to depict the elephant stealing his bits and bobs in which he hoards them on top of the box, building his secret kingdom.
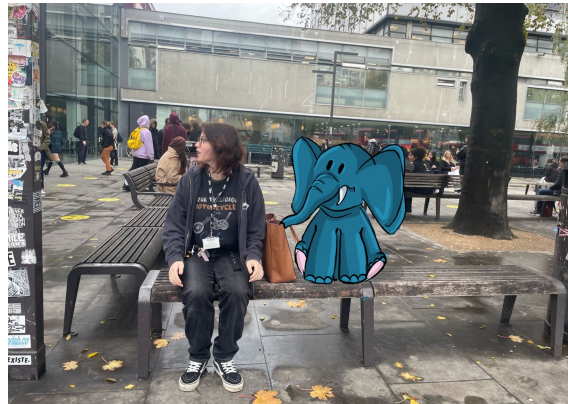
FINAL OUTCOME: STOP-MOTION

Link : https://youtu.be/4Ni4J_BIGpw

We converted our 'abstractified' artists book into a short stop motion, using a voice memo of walking through elephant and castle as our audio.