



News Release
Immediate release

Glasgow Met adds an elephant to its creative portfolio

Glasgow Met students help Easyspace paint a brighter future for the endangered Asian Elephant

Design students at [Glasgow Metropolitan College](#) have created a striking exhibit for one of this summer's biggest public art events.

A group of first year students have designed and decorated a life-sized model of a baby elephant on behalf of UK web hosting company [Easyspace](#).

The model – nicknamed 'Cosmos' by the students – is taking part in the [Elephant Parade](#), a public art exhibition of 250 model elephants in London between May and July aimed at highlighting the plight of the Asian elephant. The Parade had its celebrity launch in London earlier this week with Princess Eugenie and Princess Beatrice attending. It hopes to raise more than £1 million for conservation charities working to protect Asian elephants.

Glasgow-based Easyspace asked a group of first year students at Glasgow Met to come up with a design to represent both communication and the campaign's theme. Ewelina Kawarska, an NQ interior design student, came up with 'Cosmos' a planetary representation of the vastness of the elephant's plight. Her winning design will now stand alongside elephants decorated by famous artists and designers like Marc Quinn, Diane Von Furstenberg and Lulu Guinness.

Errol Vanderhorst, managing director of Easyspace, said:” We were really impressed by all the models produced by the Glasgow Met students but we felt there was a particular synergy in Ewelina’s design. She’s created a really stand-out elephant that shows off the artistic talent we have here in Scotland and has that ‘wow’ factor to capture the imagination of the thousands, if not millions, of people who will get to see it.”

Ewelina said:” It’s such an honour to have my design chosen. It’s an amazing opportunity for me and Glasgow Met to be involved in such a prestigious project for such a worthwhile charity.”

Eddie Carr, Head of the college’s 3D Design Division, added:” This has been a fantastic opportunity for our students. They’ve worked to a real brief, from a real client, in real time and have learnt important lessons about working in a commercial environment while at the same time interpreting a client’s vision on an important environmental issue.”

Before ‘Cosmos’ is taken to London, it will go on public display at Glasgow’s Kelvingrove Art Gallery and Museum (from March 26-28).

Easyspace is the UK’s third largest domain name registrar and has been raising money for the campaign through its sale of domain names. Easyspace has an Asian elephant as its logo.

At the end of the Elephant Parade, ‘Cosmos’ will be auctioned at a glittering auction hosted by Sothebys.

To see pictures of ‘Cosmos’ being decorated by Ewelina and the other students visit the Easyspace Elephant page on Facebook. To learn more about the Elephant Parade, visit www.elephantparadelondon.org.

For more information about Easyspace visit www.easyspace.com

Copy supplied on behalf of Easyspace by the BIG Partnership PR agency. For more information please contact Jane Robertson or Bryan Garvie on 0141 33 9585 or email jane.robertson@bigpartnership.co.uk/bryan.garvie@bigpartnership.co.uk

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Notes to editors:

Easyspace: Founded in 1997, and purchased by the iomart Group in 2004, Easyspace is one of the largest providers of web services in the UK.

Over the past decade, Easyspace has gained a reputation for offering high quality and innovative products backed by excellent customer service. The company has grown to become one of Europe's largest hosting companies serving over 300,000 consumer and SOHO customers

Initially established as a domain registration and web hosting provider, Easyspace has evolved to now offer dedicated servers, virtual servers, web design and extended services such as ecommerce solutions, email and more. For more information visit

www.easyspace.com

Glasgow Metropolitan College is Glasgow's largest college with over 20,000 students. Courses are offered on a full time, part time, evening and weekend basis across four specialist schools - Built Environment, Communication & Media, Design and Food, Hospitality, Sport & Tourism.

The colleges School of Design incorporates a range of courses including Graphic Design, Fine Art, Illustration, Product Design, Interior Design, Modelmaking, Jewellery, Furniture, Applied Arts and more. For more information on all courses visit www.glasgowmet.ac.uk

Elephant Family: Within only 100 years the elephant population has shrunk by over 90%, dropping from 250,000 to an estimated 25,000, placing this valuable species dangerously close to extinction. If current trends continue the Asian elephant will cease to exist in the wild by 2050.

Elephant Family has been campaigning for conservation of the Asian elephant since 2002, and with this new project it aims to grow public awareness and gather signatures for a government petition and to raise vital funds for conservation projects in Asia, securing the Asian elephants a place in our future.

Each artist and designer has been given an individual 1.65m (L) x 1.48m (H) x 0.70m (W) elephant and asked to create something completely unique.

www.elephantfamily.org.