



Storming idea

I SEE MY OLD CHUM David Alexander has been quick to grab himself an artist and an elephant for the upcoming Elephant Parade in London.

But then that's not surprising. Wealth manager David runs the Alexander Associates Group, which has its HQ on Piccadilly – and his wife, Jayne, is doing the PR for the Elephant Parade. A little like the Cow Parade, it will feature 250 life-size baby elephants hand-painted by artists and designers and scattered across London.

David has commissioned legendary artist Storm Thorgeson – a founder member of the British graphic art group Hipgnosis – to design an elephant, which I think he's planning to put in Green Park.

Storm is probably best known for his cover art for bands like Pink Floyd. He did the cover for *Dark Side of the Moon*, for instance. It'll be interesting to see what he does with an elephant.

There's more about Elephant Parade on page 20.