

PRESS RELEASE



LIFE-SIZE ELEPHANT ARTWORK GOES ON DISPLAY AT LONDON MUSEUM, MAY 3RD 2010

Photographic artist Craig Ritchie wishes to announce his latest artwork, "Matilda", a unique three-dimensional photographic collage which will be on display at the Museum of London Docklands between 3rd May and 30th June 2010. Forming part of the London Elephant Parade, a major public art exhibition to help save the endangered Asian elephant, the work will be auctioned for charity on 3rd July 2010 at Sotheby's, London.

This unique artwork comprises almost 2,000 historical black and white photographs of London meticulously placed over the surface of a model baby elephant and includes some of the earliest ever photographs of the city. The images have been selected from the extensive archives of the British Library, English Heritage, the London Transport Museum, the Museum of London, the Press Association, and the Science and Society Picture Library.

Dressed in a fabric of images "Matilda" offers an unmistakable sense of London history, reflecting moments and events, big and small: a bare-footed paper boy hawking the *Pall Mall Gazette* along The Strand in the late-19th century; lovers kissing underneath the Christmas mistletoe wearing gas masks; bikini-clad women having a snow-ball fight on Hampstead Heath; Ken Livingstone with a giant Margaret Thatcher travel card during his GLC days...we can find photos of all these things and more.

Political, social and cultural events, anecdotes and curiosities are spread with a "horror vacui" look, through full and fragmented photographs displayed as a complex, dynamic patchwork demanding active viewer participation and engagement. Images have been selected according to their compositional and historical values, juxtaposed in a way that details hide and reveal themselves, sometimes in intriguing exchanges but always pursuing a strong aesthetic coherence. The design has been carefully planned but welcomes the accidental, the erratic, and the "imperfect".

The artist invites you to discover and recall elements of London's rich history in your own voyage through the maze-like surface of this singular elephant, a journey you may never tire of taking.

NOTES

This artwork is for sale and will be auctioned at Sotheby's, London on July 3rd 2010. Proceeds raised will support international conservation initiatives to help the endangered Asian elephant. Its physical dimensions are 1.4m x 1.8m x 1.2m, weighing 55kg.

For further information, including sales enquiries, please contact Carly Vincent at the [London Elephant Parade](#) on +44 (0)207 580 3184. For artist interviews or to obtain high resolution images please contact Craig Ritchie on +44 (0)7967 652294 or craig.a.ritchie@gmail.com

The [Museum of London Docklands](#) is located next to West India Quay DLR station, Canary Wharf. Click [here](#) for a location map.