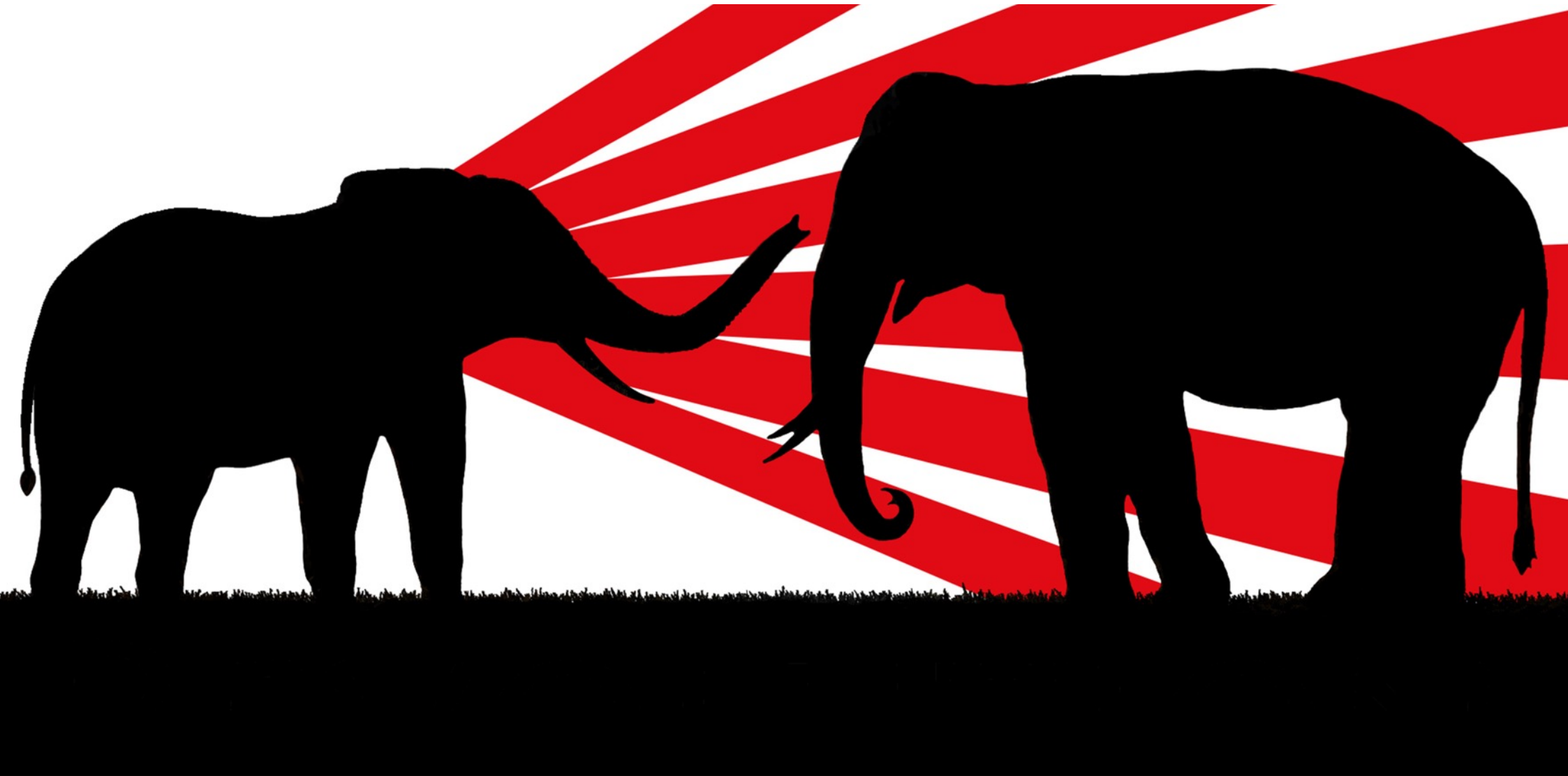


Elephant Cosmetics

“Everyone has a right to want to look older. We want you all to join the revolution.”



Mr. Twist is a new artist, in the sense that his work has never been publicly shown. Hitherto he has been writing books and articles, taking photographs, painting pictures and, under the name Mr. Twist & Sons, designing men's jackets.

Because he is less modest than artists like Banksy, it can be revealed that Mr. Twist is in fact the artistic persona of Mark Dixon, and moreover that he has no sons.

The inside story of Elephant Cosmetics is one of collaboration. Collaboration is a very big word. It is a polite word which is intended for public digestion – superficially it sounds like there is going to be agreement, that the two people are working together because they have a similar view. But the reality is that Mr. Twist suddenly found himself having to persuade someone else of the merit of his ideas. He thought that was enough of a challenge. But soon he discovered that collaboration involved not only having to explain his ideas in the hope they would be accepted but also having to listen to someone else's with her hoping that they would be accepted too.



Mr. Twist

le4uattro
galleria
d'arte | pareti

Le 4pareti is an art gallery in the old town area of Napoli.

This year it celebrates its 10-year anniversary. It is a contemporary gallery but is proud to associate the contemporary with the past. The last ten years have been led by Maria Giovanna and the prior ten years were under the guidance of Giovanna, her mother.

The gallery does not hide the importance of the past, neither in its own history, nor in the importance of the past in contemporary art, nor still does it march to the drums of a purely Modernist tune. Balance, therefore, best explains how the past, present and future can come together in a unique way to touch everyday reality within its four walls.

Nadia Martinez is a Connecticut and New York-based Honduran multimedia artist. After studying at the National Academy of Fine Arts in New York, she has been working in sculpture, painting, printmaking and mixed media.

Her work has been shown in the US and internationally in solo and group exhibitions at Zorya Fine Art, Greenwich and other art galleries and museums around the US, as well as at Art Basel Week, Miami, Salon Supercable de Jovenes XVI con FIA, Caracas, ArtLima, Lima, and Museo del Juguete Antiguo, Mexico. She has won several scholarships including The Albert Hallgarten Traveling Scholarship and has been an Artist-in-Residence at the Museum of Arts and Design in New York City. Her work is in collections such as the

Art Bank Program of the US Department of State in Washington D.C., Lecoq Cuisine Corp, Bridgeport, CT, and other private collections in the United States, France, Peru, and Venezuela. Nadia currently teaches sculpture at the National Academy School, New York.

Nadia Martinez

Elephant Cosmetics wishes to trumpet...

Joanna Bergin, Veronica Boswell, Catherine Chantelot, Eric Chiu, Jason Cooper, Erik de Bourbon-Parme, Anton Fresson, Sophie Ketley, Billy Liu, Bo Ma, Thomas Naylor, Barbara Pansadoro, Edwina Sandys and Halyna Yurkevych.

Joanna came up with 'Babarmani', Thomas came up with 'You Grow Moss', Barbara invented the product name 'Collapsen', Anton suggested some brand names which may be revealed in a future exhibition, Catherine and Halyna were at Mr. Twist's side in the Rajasthan, Jason told a very good elephant joke which we have since forgotten but which provided amusement at the right moment, Sophie is an expert in the sort of jars and vessels elephants like to buy, Billy, Eric and Yingbo helped make the idea into a reality, Erik and Ronnie chimed in with suggestions and Edwina, Mr. Twist's mother and an artist, was his first inspiration in art.

The Elephants themselves

I have always liked elephants.

They are creatures which seem too fantastical actually to exist – they are just too good to be true. They are *elephantastic*¹.

As children, when we hear about dragons, dinosaurs, dodos and dogs, with a bit of logic and experience we figure out where to draw the line between fiction, past reality and present reality. A fire-breathing animal starts to seem unlikely. And after enough time not seeing dinosaurs at the zoo we realise there probably aren't any outside either. But every time I look at the unusual shape and scale of an elephant I feel it's really in the same department as a mythological or historical animal and I feel like a child all over again.

When I saw how the elephants of the Rajasthan were beautifully decorated with make-up on their faces, I started to wonder whether animals should in fact be decorated by humans. Animal rights are on the rise. The law suit launched on behalf of the chimpanzee whose selfie was posted on Facebook without his or her permission divided the world. Is it right for animals to be wearing make-up? Shouldn't they make their own decisions, at least in an ideal world?

Dogs wear coats but do they enjoy the way they look? They may enjoy them on a cold winter's day, but do they really enjoy being dressed up in colours which amuse their 'owners'? And so, shouldn't they instead be dressed in monochrome-coloured coats which keep out the cold but don't make them into fashion statements they haven't bought into? Perhaps even the same could be said about parents who dress up their babies.

If a chimpanzee can take a selfie and an elephant can paint a picture, perhaps elephants will one day do their own make-up.

I found myself asking these questions after photographing the majestic elephants of the Rajasthan, where care and creativity had certainly been deployed in their make-up. Elephant Cosmetics grew out of those questions.



Mr. Twist looking ridiculous but unaware of it in the Rajasthan

¹ *adjective*: simultaneously means both marvellous (in the sense of wonderful) and the nature of marvelling about something



The elephant we have named Max

The 'Elephant Cosmetics' concept

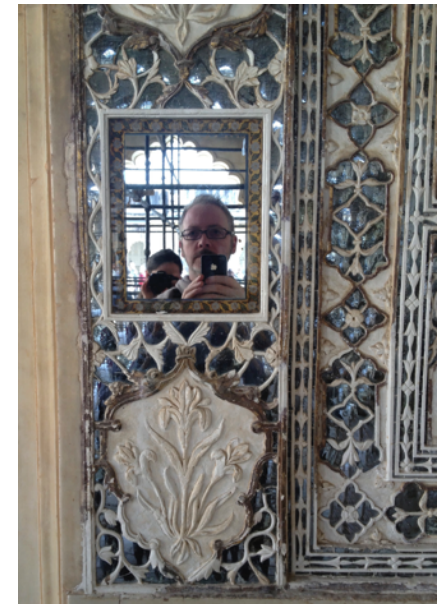
The photographs were the beginning but they were already haunting me. First were the questions about who should be deciding for who, but later they were about what an elephant's objectives might be if she or he were to want to look more attractive.

The importance of attraction is undeniable in the animal kingdom. At the minimum, it's encoded in the DNA – in the beauty of the peacock and in the effort he makes to put on such a show. But then it occurred to me that the human idea of beauty being synonymous with youth might not apply to other animals. Indeed, it would be arrogant to assume that the genetics and fashions of our species should necessarily be those of another.

So I took a leap of faith and decided that elephants break the youth-attraction cliché we humans live under every time we look in the mirror. There and then, I decided elephants actually consider age to be positively attractive, and youth is the very thing from which they run.

Beauty is in the eye of the beholder, and if the beholder is an elephant beauty is age!

Who are we to say what an elephant *ephantasises*² about? Evolution has certainly done nothing to minimise their wrinkles. So, I put myself in their shoes and wondered what sort of products I might like to have if I wanted to look older rather than younger. From this new perspective, all sorts of inverted human products started springing to mind, along with a new language³ for a



Mr. Twist in the Rajasthan

² *verb*: to fantasise; elephants ephantasise about different things

³ This new language is called the *Elexicon* and its 80 words are published on the back page

cosmetics industry which would seem equally inside out, focused on hastening age or at least the perception of it and hiding any trace of youth.

Having decided how an elephant might see things differently, I then started to look at human beings with the fresh eyes of an elephant – or I should say wise and wizened eyes – and I saw them as a species preoccupied with looking young. Not with something fundamental, such as being healthy, but with plastering over the truth with layers of falsehood. These humans seemed strange to me from my new vantage point and I wondered how a species could spend so much of its time and resources barking up the wrong tree.

Soon there was no choice in the matter. I rolled up my sleeves and drew up a blueprint for this brave new world order. And, as I did, a whole new commercial world started to appear as well. Brands popped to mind which would speak to elephants in their respect for age and their embarrassment about youth. Inverted products – although with my new philosophy they could no longer be called that – were also springing to mind. But first I needed to do some research...

I had never enjoyed being stuck in airports before but I was soon hanging out in duty free shops like plane spotters who make notes of arrival and departure times. In my case, I was asking the assistants about everything



Mr. Twist looking confused by the whole concept in a perfume shop in Delhi

they had for sale to make human beings look younger – so I could get inside the minds of those poor deceived and lost souls.

“I want to look young. Young, young, young!” I would start off, hoping it would elicit a whole range of products I could then turn inside out.

“You seem fine,” they would reply in surprise.

That would have made me feel good if it had been said before my new perspective and mission. But, feeling neither flattered nor assisted, I would have to step it up a notch.

“Let me be more specific. What do you have for wrinkles, spots, dark spots, tired eyes, puffy eyes, eye bags, dark circles, dehydrated skin, sagging skin, stretch marks and thin deflated lips?”

“What I need are creams, lotions, collagens, balms, rubs, masks, night masks, serums, double serums, caviars, double caviars, and make-up, powders, mascaras, blushes. I need them all. I need to be moisturised, hydrated, rehydrated, lifted, firmed up, eye-lifted, wrinkle-lifted, lip volume-boosted, anti-oxidised, and I need all those things for renewal, rejuvenation, night repair, anti-fatigue, and anything else you’ve got for anti-aging, age-defying and age control. Basically, I need everything you have to ward off age and hang onto youth, as well as to hide the former and pretend the latter.”

Sometimes they were so eager to sell me something with a useless purpose – which would have been totally useless even if the purpose itself wasn’t – that they missed the twisted joke, which should have been obvious anyway by the exaggerated interest I had in anything and everything useless in their shop, with the result that they were very helpful in my research.

I pursued these sorts of conversations until the point where I became so proficient in every useless product that I probably had the expertise to create an association of cosmetics companies willing to set aside all of their competitive fervour in order to dupe the Homo Sapiens species into

spending an even higher percentage of its planetary discretionary and non-discretionary income on pretending to look younger than it really is.

Instead I decided to launch Elephant Cosmetics to pull their tails and the tails of human beings as well.

Nadia

The problem at that point was that I was beginning to think people would think me crazy, but the second problem was that when I get excited about something I start telling others and there's a danger they'll agree. One conversation that didn't go that way was with my friend Nadia Martinez, an artist and an art professor at the National Academy School in New York.

Within 24 hours of teasing me that I knew more about cosmetics than she, my brand names started appearing as crisp visual realities in my inbox. I felt I was working in an elephant advertising agency – we were debating how a brand could appeal to non-human consumers for products promising to do the reverse of what human consumers would want. If anyone had been listening they would have thought each of us was more crazy than the other.

“But how can I damage my skin during the night,” is the sort of thing that would be overhead.

“Do you think that could really help collapse my cheeks and grow eye bags?”

“How about my lips? How can I remove their buoyancy and make them slump?”

“How can I dry my skin so it cracks? Can we make a drink which de-hydrates through to the skin?”

“Do you have any other ideas to make me look older and tired?”

And then people would hear out-of-context utterances like these:

“Would an elephant really buy such a product?”

“OK, we know they want to look old and lose their youth, but do they want to hide the fact that they're doing this?”

“It's not just the young elephants. Old elephants also want more wrinkles.”

“Do you think this brand would speak to an elephant?”

The wonderful thing about going on a crazy crusade with someone else is that it ceases to feel crazy and the surprised looks of others start to look closed-minded.

Since these conversations, the elephants became Nadia's babies too and I didn't do anything without a nod from her trunk.

Brands fit for an elephant

So, the elephant advertising agency went to work. Competitive brands were polished up to serve consumers with a love of age and fear of youth. Each brand developed a range of products covering almost every way to look older. Some brands didn't make it through the ad agency. One was 'Georgian Army'. We couldn't find any connection to elephants or age. In the end 'Babarmani' took that slot.



The name 'Revoltling' was discarded before it was considered because it only fitted with the way human beings would view the inverted products. Indeed, one person's mud is another's joy.



We struggled to choose between 'Clean Week' and 'Clingy'. In the end Clingy won because of its visual, but I still like the idea that elephants might go cold turkey with their mud baths for a week every now and again. For awhile we had a brand called Sri Lanky, but finally Lanky worked better visually.

Twelve brands in total made their way through the agency.

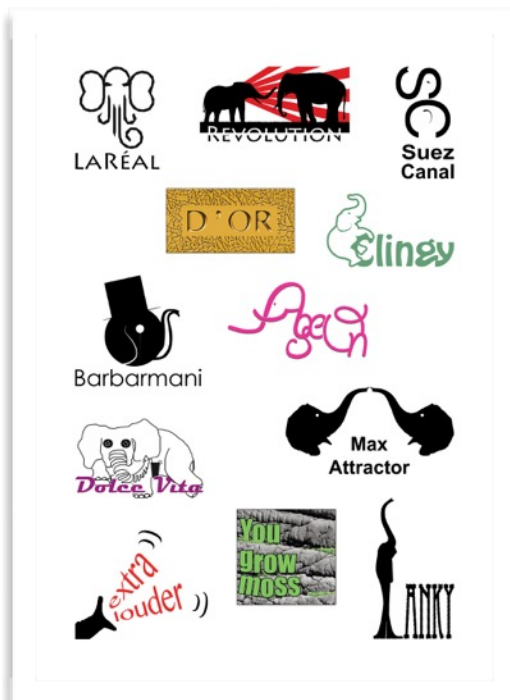


Products fit for an elephant

Then we started to manufacture the products themselves at a *relephant*⁴ scale. As of September 2016, two brands hit the market with a range of aging products – ‘AgeOn’ and ‘You Grow Moss’. Other brands are ready and waiting but their products are still in the factory and won’t appear on shelves till 2017.

We are currently testing the products and looking for volunteers for the clinical trials. Humans test their products on animals so it’s only fair to test theirs on us!

The purpose of course is to question the



‘The Industry’: limited edition

cosmetics industry and Homo Sapiens about how much make-up one sells and the other wears.

So, join us in the beauty revolution called Elephant Cosmetics. *Mr. Twiist*

- 1. Pro-Fatigue Cream**
Tired is older. And now it's even easier to cultivate a fatigued look. Apply this tiring treatment daily to your face and any society-facing parts of your body. It lasts 24 hours. You'll look tired when you wake up, tired when you go to bed, and tired the rest of the day. No one will know your hidden energy. If you're already tired, use the cream to create that totally exhausted look we so love.
- 2. Eye Sagging Serum**
Apply liberally to eye bags daily, one at a time. Shake your head furiously from side to side to let centrifugal force do its work with the help of the loosening cream. For a symmetrical effect, use the same amount of cream and shaking on both eyes, each day alternating which eye you first apply it to.
- 3. Cheek Collapsen Cream™**
Specially for cheeks. This Collapsen Cream™ targets the collagen build-up in the cheek area so it won't destroy those wonderful sagging cheek bags. Collapsen Cream™ then goes to work to collapse the cheeks further resulting in a multi-layered cheek bag effect with ring after ring of irresistible cheek sagging and pleated folds. Apply once a day to keep collagen away!™.
- 4. Ear Elongating Elixir™**
Small ears are a telltale sign of youth. Are you having an ear day? Well, don't get in an ear flap about your small ears! With Ear Elongating Elixir™, skin and muscles relax, allowing gravity to do the rest. Apply liberally to entire ear and rub in well. An adult with 150cm ears can expect a 20cm increase in length and 10cm in width. A baby with 75cm ears will usually get an extra 10cm in length and 5cm in width. Needs to be re-applied each time you see your ears retracting.
- 5. Trunk Extending Treatment**
Size does matter! – the length of your trunk correlates with others' perception of your age. Trunk Extending Treatment grows your trunk by relaxing muscle rings throughout the trunk and breaking down skin structure. This trunk rub should be applied to upper part of trunk and allowed to drip down naturally and vertically as you relax your trunk muscles. When the lotion dries it will help to lock in the new length for up to 24 hours. Avoid water. If you really have to bathe, re-apply afterwards. In adults, as much as 40cm trunk extensions can be achieved. Add 40 years to the length of your trunk today!
- 6. Night Aging Cream**
Can be used as many nights a week as you wish. The more you do, the faster you're going to look old. Active aging while you sleep is the latest way to get old without any effort. Wake up refreshed and older! Apply before bedtime to any part of your body which isn't touching the ground. Alternative sleeping position the following night is recommended to ensure even aging.

Fashion elephants need to know how to apply the latest products. ‘Estée Make-Over’: limited edition

⁴ adjective: relevant, to an elephant, with its particular perspective

Elexicon

The Elephant-Human Beauty Dictionary

Some people think this is more like a catalogue of twisted products than a dictionary which bridges two species and two philosophies about beauty. Of course it's a question of outlook.

Elephant Cosmetics presently has about 50 different products under production. The number in the dictionary is about 80 because there are many synonyms.

For example, Age Pills can be called Fast Age tablets. Anti-Blush can be Anti-Embarrassment cover. De-Cleanser can be Anti-Cleanser, and De-Cleansing soap simply Anti-Soap. Cheek Concaving cream is Dimple Deepener. Spot cultivators are Spot fertilisers. De-Moisturiser is Dehydrating lotion. Ear Elongating Elixir is more commonly referred to as Ear Stretching lotion. Eye Darkening gel is Eye Dimmer. Fatigue lotion is Pro-Fatigue cream. Oxidant Oil is Pro-Oxidant lotion. Stretch Mark Stretching lotion is often sold as Stretching Serum. You can buy a Wrinkle Chisel or the whole Wrinkle Etching Set. De-Exfoliating lotion sometimes follows the 'two minuses equal a plus' rule by becoming simply Foliating lotion.

Some products have multiple alternatives. Collapsen cream can be Pro-Collapsen or Total Collapsen. Wrinkle Liners can be Wrinkle Writers or Wrinkle Mascaras. Wrinkle Deepening cream can be Pro-Wrinkle cream, Wrinkle Etching Elixir or Grooving cream. Aging serum is Early Aging serum, Quick Aging serum or Age Release serum. Lip-De-Plumper has as many as four synonyms: Lip Slumper, Lip Deflator, Lip Volume Reducer and, our favourite, Pout Flouter.

www.ElephantCosmetics.com

Elephants	Product effect	Humans	Elephants	Product effect	Humans
Age Drops	Drink supplement which helps aging	Beauty drops	Grooving cream	Increases the depth/breadth of wrinkles	Wrinkle repair
Age Pills	Pharmaceutical product which causes long-lasting aging quickly	None	Lip De-Plumper	Takes the buoyancy out of lips	Lip plumper
Age Release serum	Skin product which enhances aging	Anti-aging serum	Lip Deflator	see 'Lip De-Plumper'	
Aging serum	see 'Age Release serum'		Lip Hair Fertiliser	Promotes hair growth on lips	Hair growth
Anti-Blush	Make-up which masks healthy red cheeks	Blush	Lip Slumper	see 'Lip De-Plumper'	
Anti-Cleanser	Closes skin pores and nurtures spots	Cleanser	Lip Volume Reducer	see 'Lip De-Plumper'	
Anti-Embarrassment cover	see 'Anti-Blush'		Mud Fixer	Holds natural mud in place allowing multiple layers to be retained after bathing	None
Anti-Soap	Adds natural dirt to skin pores	Cleansing soap	Night Aging cream	Skin product which enhances and speeds aging while you sleep	Night repair cream
Artificial Mud make-up	Artificial mud, with multi-layering effect similar to bathing in many ponds	Make-up	Night Damage cream	Skin product which damages the skin and speeds aging while you sleep	Night repair cream
Baby Aging balm	Makes babies look older	None	Oxidant Oil	Supplements oxidants in the environment to help age skin quickly	Anti-oxidant
Baby Aging brew	Drink which ages babies early	None	Photography Damaging Fluid	Hides youth and exaggerates age for close-up selfies, avoiding photoshopping	Photography fluid
Baby Aging pills	Pharmaceutical product to placate babies when they cry about being young	None	Pout Flouter	see 'Lip De-Plumper'	
Cheek Collapsen cream	Causes cheek structure to collapse	None	Pro-Collapsen cream	see 'Collapsen cream'	
Cheek Concaving cream	Concave cheeks	None	Pro-Fatigue cream	see 'Fatigue lotion'	
Cheek Sagging serum	see 'Cheek Collapsen'		Pro-Oxidant lotion	see 'Oxidant Oil'	
Collapsen Cocktail	Drink which destroys the youthful skin structure by interrupting collagen	Collagen	Pro-Wrinkle cream	see 'Grooving cream'	
Collapsen cream	Destroys youthful skin structure by interrupting collagen, resulting in sagging skin and reduced elasticity	Collagen	Quick Aging serum	see 'Age Release serum'	
Dark Circle cordial	Drink which creates dark circles	None	Skin Dehydrating cream	see 'De-Moisturiser'	
Dark Circle enhancer	Make up which creates dark circles, bruised and tired-looking eyes	Dark circle concealer	Skin Dulling Drink	Drink which removes skin radiance	None
Dark Circle revealer	Cream which creates dark circles, bruised and tired-looking eyes	Dark circle treatment	Skin Dulling lotion	Removes all skin radiance, leaving a dry, matt finish	Skin radiance
Dark Spot cultivator	Grows and maintains new dark spots	Spot treatment	Skin Etching Salt	Roughens and cracks skin	None
Dark Spot fertiliser	see 'Dark Spot cultivator'		Softening serum	Softens skin structure, resulting in sagging skin and reduced elasticity	Firming serum
Dark Spot Revealer	Accentuates dark spots and cultivates new ones	Dark spot concealer	Spot Cultivator	Develops spots naturally	Spot treatment
De-Cleanser	see 'Anti-Cleanser'		Spot Revealer	Enhances colour contrast of spots	Spot concealer
De-Cleansing soap	see 'Anti-Soap'		Stretch Mark Stretching lotion	Increases stretch marks and creates new ones	None
De-Exfoliating lotion	Impedes the cleaning of skin pores	Exfoliating lotion	Stretching Serum	see 'Stretch Mark Stretching lotion'	
De-Moisturiser	Dries and cracks skin	Moisturiser	Stretching Spirit	Drink generating stretch marks on body	None
Dehydrating Drink	Drink which dehydrates the body	None	Total Collapsen cream	see 'Collapsen cream'	None
Dehydrating lotion	see 'De-Moisturiser'		Trunk Extending Tonic	Drink which lengthens trunk	
Dimple Deepener	see 'Cheek Concaving'		Trunk Extending Treatment	Aging effect by increasing length of trunk	None
Dimple Deepening Drink	Drink which causes cheek structure to collapse	Collagen drink	Trunk Mask	Comfortable mask with a trunk hole to apply aging and dehydrating products	Face mask
Ear Elongating Elixir	Aging effect by increasing size of ears	None	Wrinkle Chisel	Tools of varying thicknesses to carve down your wrinkles	None
Ear Stretching lotion	see 'Ear Elongating Elixir'		Wrinkle Deepening cream	see 'Grooving cream'	
Early Aging serum	see 'Age Release serum'		Wrinkle Deepening Drink	Drink which increases depth of wrinkles	None
Eye Darkening gel	Cream which removes eye luminosity	Radiance eye	Wrinkle Etching Elixir	see 'Grooving cream'	
Eye Dimmer	see 'Eye Darkening gel'		Wrinkle Etching Set	see 'Wrinkle Chisel'	
Eye Sagging serum	Sags eye bags, adds weight and increases puffiness	Eye lifting serum, Age defence	Wrinkle Liner	Tool to re-draw non-smudge wrinkles on top of make-up	Eye liner
Eye Sagging spirit	Drink which increases size of eye bags	None	Wrinkle Mascara	see 'Wrinkle Liner'	
Fast Age tablets	see 'Age Pills'		Wrinkle Writer	see 'Wrinkle Liner'	
Fatigue lotion	Skin product which created a tired look	Anti-fatigue cream	Youth Concealer	Make-up which gives the illusion of age	Age concealer
Foliating lotion	see 'De-Exfoliating lotion'		Youth Remedy	Skin product to reverse youthful look	Age control