

# Elephant Academy “Go Live” This Week

The team at Elephant has been working hard behind the scenes to develop our online art classes platform, Elephant Academy. The website launched this week. View it [here](#).

Elephant Academy has built a progressive learning curriculum across oil, acrylic and watercolour mediums using Winsor & Newton and Liquitex products. Students will learn technical application using Colart branded products and taught by professional art tutors.

The courses are hosted via Zoom sessions and currently targeting a UK based audience. However, past courses under the old Elephant West structure have seen European counterparts successfully participate. Our 2021 plans will see growth into other regions and languages, as well as developing courses in collaboration with more of our brands.



Toby Russell, Manager Director of Elephant, says “we are excited to see the launch of Elephant Academy. This represents a direct connection with our consumers and a true collaboration with our brands. The integration of our products in each course aligns perfectly with the D2C (direct-to-consumer) model that Elephant is building across Editorial, Kiosk and Academy.”

We’re offering a special introductory 40% discount for Colart employees. Apply the code: COLARTSTAFFDISCOUNT40 at checkout.

Note: discount only applies to colart.com and elephant.art email addresses. Currently, registration is limited to the UK and some European countries  
Email: [adacemy@elephant.art](mailto:adacemy@elephant.art) for further questions)

Toby Russell  
Managing Director, Elephant

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