

# Elephant Live Stream and a new term for Elephant Academy

The newly appointed commercial director to Elephant, Karen Spinner recently presented a global live stream to Colart employees, aimed at providing an informed and educational overview of the business plus initiatives included the 2021 strategy.

The mission statement described Elephant as “a dynamic D2C platform designed to turn an engaged community into repeat consumers of Colart products”.

“Elephant today” was described in three pillars that included content, commerce and community. Posing the following questions; “What is Elephant?”; “Who is Elephant for?”; “How will we achieve our goals?”; and “Why do we need an Elephant?”, provided a deep dive into the function of these pillars.

Closing out, it was stressed that Elephant is “Part of the family”, referencing collaboration with all Colart brands.

If you didn't have the chance to attend the live stream you can see Karen's presentation [here](#) and watch the live stream [here](#).

## Elephant Academy – New online art courses commencing in January 2021

The editorial team have recently published an online article, introducing Elephant Academy to its readers. Read the article [here](#).

Elephant Academy has been up and running since this September, and already its presence as an alternative arts education platform is both impactful and successful. One testimonial says, “One usually uses the saying "home away from home". But this is bringing "away to home"... bringing art classes into your home, safely avoiding the current restrictions and risks associated with external activities”

New courses are available for booking for the upcoming Spring 2021 term, commencing in January 2021. The new term introduces a more extensive range of course offerings and additional art tutors Unga and Michaela. They perfectly complement the exceptional standards seen from the foundation tutors Rachel, Liane and Andrew. View all the available courses for next term [here](#).

Colart staff are also able to access staff discounts on all courses. Apply the coupon code **COLARTDISCOUNT50** when you checkout your order.