



SCOTT HENDERSON

**SCOTT HENDERSON INC. UNVEILS DESIGN CONCEPT FOR
PUBLIC SCULPTURE *ELEPHANTASM***

ELEPHANTASM is designed to welcome back the Dumbo workforce community from the lengthy and historic work-from-home COVID-19 era



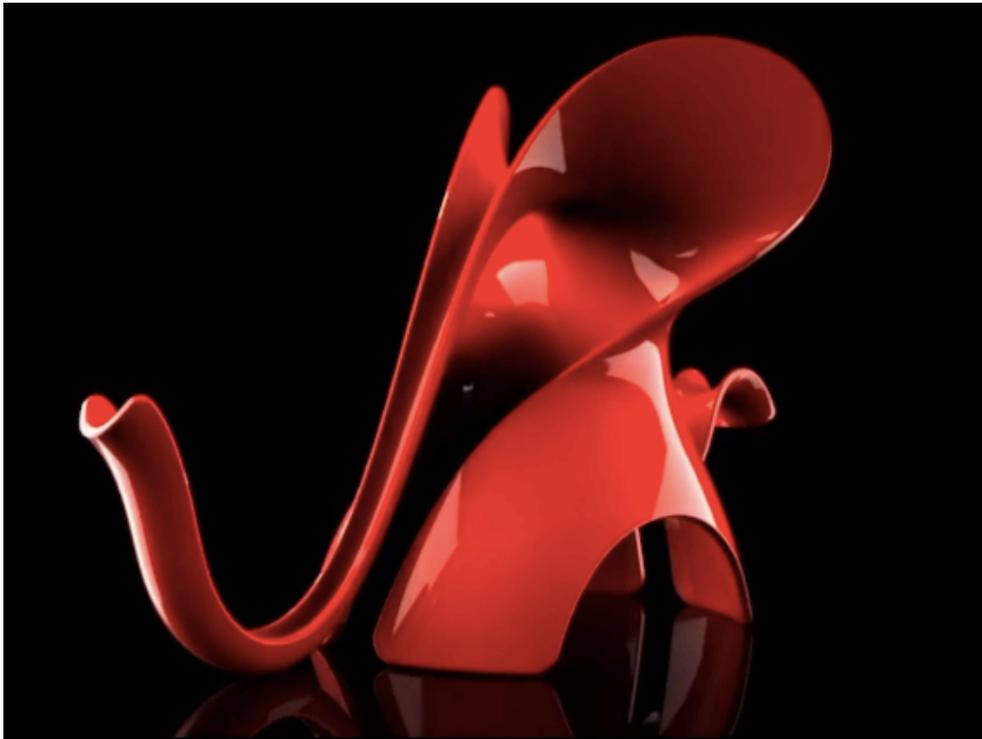
Rendering of ELEPHANTASM, courtesy Scott Henderson Inc.

New York, NY (February 17, 2021) – Scott Henderson Inc. announces the design of a conceptual sculpture entitled ***ELEPHANTASM*** to potentially live in the heart of Dumbo, New York City. If constructed, the sculpture aims to be installed this spring or summer, and would be displayed through 2022.



SCOTT HENDERSON

Best known for his clever, witty, and out-of-the-box approach, Scott Henderson is among the top industrial designers working in America. For over thirty years, Henderson's work has made a lasting mark on the field of product design, from housewares and home accessories to consumer electronics, and furniture. Aside from his award-winning work in industrial design, Scott is an experienced and multifaceted inventor.



ELEPHANTASM is designed to welcome back the Dumbo workforce community from the lengthy and historic work-from-home COVID-19 era. It is intended to serve as a proud symbol of strength and resilience commonly associated with the Elephant form, which is traditionally considered a symbol of good luck, wisdom, fertility, and protection. An elephant with a raised trunk, as the sculpture shows, is thought to attract good fortune as it showers its positive energy into all surrounding beings and spaces. This is Henderson's second project that addresses the COVID-19 pandemic, after his design and launch of the *ZShield Flex* in 2020, an unprecedented reimagining of the traditional face shield designed with essential workers in mind.

The 2 meter (7') tall conceptual sculpture is designed to appear as if it was made from one continuous, uninterrupted surface. If constructed, the sculpture will be made with either polished stainless steel, silicon bronze, or steel with high gloss red paint.

About Scott Henderson



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Scott Henderson is among the top industrial designers working in America. Product designs for his global Fortune 500 client base have become best-selling industry disruptors, and his collection of useful and unique objects are sold to retailers and museums around the world, including the MoMA Design Store at the Museum of Modern Art in New York. Over 90 percent of Scott's projects have been mass-produced—a track record few designers can claim.

Scott's working perspective is that design should achieve “clever freshness.” *Clever* is ingenuity combined with a sense of wit; *freshness*, in turn, evokes feelings of health and happiness, lightness opposed to burden—a feeling of rebirth and the inspiration to move forward.

Aside from his award-winning work in industrial design, Scott is an experienced inventor, as evidenced in his portfolio of 50-plus patents in the U.S. and Europe for innovations in fields as diverse as housewares, home accessories, consumer medical products and electronics. His work is included in the permanent collections of the Brooklyn Museum, the Alessi Museum in Italy, and the Cooper Hewitt, Smithsonian Design Museum in New York. Scott is a nationally and internationally sought-after presenter on the topic of design.

A selection of visuals can be accessed [here](#).

Media contact:

Christina Allan
Blue Medium, Inc.
christina@bluemedium.com
212.675.1800