

Elephant presents

CALIFORNIA CALLING

Dedicated to the communities affected by the 2018 wildfires.



RSVP

Last year, nearly 2
million acres were
devastated by the
deadliest, most
destructive wildfires in
California history.

Wildfires

8,527

8,527

Insurance Claim Damages

\$12B

Acres Burned

1,893,913



Stuck in the middle.

Surrounded by smoke and inspired by the communities' resilience, our design team reimagined the California Grizzly and used it to create custom tees, pins and posters.





Our t-shirts (kids and adult sizes), pins, and posters will be available for purchase at our exclusive pop-up shop during our SF Design Week Studio Crawl this Friday, June 21. You can choose what amount to donate. All proceeds will go to the American Red Cross to help the communities that are still displaced.



001

The Golden Bear

This design is all about the resilience of California to overcome difficult situations and come out stronger than before. It's a flip of the UNC Tarheel mascot with added elements like the California poppy.

— Kevin Lam, Artist





I
A
C
T
A
L

002

The Poppy Bear

This design is inspired by the quote 'grow through what you go through' and represents the strength of Californians and how we will continue to thrive, regardless of what knocks us down.

— Alyssa Wigant, Artist



Join us

Mark your calendar for our SF Design Week Studio Crawl. In addition to custom swag, we'll also have a DJ, a mixologist, and other cool surprises we can't tell you about yet.

RSVP



A SF Design Week project.

2019



2019 JUNE 21, 2019