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how to communicate

KAITOKI
MARAE

into a mainstream product ?

An Exegesis presented in partial fulfilment
of the requirement for the degree

MASTERS IN DESIGN

at Massey University
Wellington, New Zealand

*Hemi Witere Wimaihi Kirihora Takimoana 2015
Ngāti Pakapaka, Rangitāne*



ABSTRACT

This project aims to express Kaitoki Marae aspirations into a global arena by product communication. Proposing a contemporary visual language from the reconfiguration of customary elements fused with modern tools. Māori health model 'Te Whare Tapa Wha' by Dr Mason Durie metaphorical symbolism of a House is guiding knowledge for transitional zones and elements. This begins the building of a visual library. However project reflects upon cultural values to insure integrity of KaitokiMarae is retained.



LEST WE FORGET

MĀORI PIONEER BATTALION 1914 - 1918 KAITOKI & DISTRICT

<i>Rank</i>	<i>Initial</i>	<i>Surname</i>	SPECIAL FRIENDS & FAMILY		
			<i>Rank</i>	<i>Initial</i>	<i>Surname</i>
Sgt	W	Hetariki	Cpt	F	Barclay
Pte	G	Karaitiana	Pte	D	Barrett
2ndLtn	R	Karauria	Pte	J	Brighthouse
Pte	K	Matana*	A.B.	D	Cowper
Pte	W	Matana	Cpl	M	Cowper
Pte	R	Rautahi	Cpt	W	Cowper
Pte	L	Snee	Cpl	W	Edwards
Pte	P	Tawhai	Pte	D	Frederickson
			Pte	H	Frederickson
			Pte	J	Walker
			Sgt	G	Watsons
			Pte	W	Watson

28TH MĀORI BATTALION 1939 - 1945 KAITOKI & DISTRICT

<i>Rank</i>	<i>Initial</i>	<i>Surname</i>
Cpl	R	Chase
Pte	J	Hoera
Pte	R	Hotereni*
Pte	T	Kani
	R	Karaitiana
Pte	C	Nicholson
Pte	R	Nikora*
Gnr	T	Rautahi
	D	Rohe
Cpl	D	Tamihana
	F	Tamihana
S/Sgt	G	Tawhai
S/Sgt	R	Rautahi

MALAYIA 1959 - 1961

Pte P Karena

** Died on Active Service*



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KAITOKI MARAE PAST

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KAITOKI MARAE PRESENT

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PEPEHA

Ko Kurahaupo te waka
Ko Ruahine te maunga
Ko Manawatu te awa e rere ana
Ko Rangitaane te tupuna
Ko Te Rangiwhakaewa te tangata
Ko Ngati Pakapaka te hapu
Ko Kaitoki te marae

Ko Hemi Witere Wimaihi Kirihora Takimoana
tōku ingoa






From Mum to my girl.





CONTENT

INTRODUCTION	7	Aotea Location	13	ICONOGRAPHY	21
Origin	7	Aotea Leadership	13	Strategy Development	21
Process	7	Light in Aotea	13	Research	22
		Place or Ao	14	Final Design	23
CONTEXT	8	Aotea Conclusion	14		
Kaupapa Māori Theory	9	1946 Time Period	14	TYPEFACE	24
Te Whare Tapa Wha	10	46 and Aotea Combined	15	Existing	24
Third Space	10	46AOTEA or AOTEA46	15	Design Origin	24
Building a Third Space	10	Name Conclusion	15	Structure	26
Aspirations for Kaitoki Marae	10			Over the Ridge	27
		IDENTITY	17	Ruahine Ranges	27
I AM	11	Beginning	17	Mainstream Symbols	27
Name Purpose	11	Reflection	18	Body Language	27
Tupuna Name	11	Style Refinement	19	Tohunga Whakairo	27
Marae Name	12	Natural lighting	20	Words from your Wairua	28
Kaitoki	12	Growth	20		
Name Creation by Whakapapa	12				
Whakapapa of Kaitoki takiwa (area)	12				





UNSEEN	33	POSTER		KNOWLEDGE	58
Ahi Kā	33	Poster Function	43	Aspiration of Tamaki-nui-o-rua	58
Proposal	33	Marae Visual Form	43		
Pass	34	46AOTEA	43	LEARN	60
WHAKAPAPA	35	PRODUCTIVE	46	Kaitoki Now	60
Passed it	35	T-shirt as a Carrier	46	Kaitoki Past	60
		Marae Visual Form	46	Kaitoki Mythological	60
EMOTION	37	46AOTEA duo Cohesion	46	STYLE STYLE	62
Without emotion. Within emotion	37				
		HOME	48	PRODUCTIONLINE	63
PRODUCT	38	Original Home	48	Collection	63
Mare Function vs Value	38	Still Home	48		
Product as an Event	38	A Warm Home	48	FINDINGS	66
Tāpu	38			Journey	66
Reveal	38			Name Association	66
		HUIA	50	Reconfiguration	67
COMPOSURE	39	KAOKAO	52	Through Whakapapa	67
Balance	39			Language	67
Unbalance Brings Balance	40	WORKERS	54	Parent Knowledge	67
Point of Difference	40			Design Reflection	67
		MASS PRODUCTION	56	Dont move Re-order	68
STYLE	42	Time Content	56	Lived or Written	68
Strategy	42	Time as a Design Method	56	Unique Edge	68
X means No	42	Number Symbolism	56	Individual or Collective	68
X means Traditional structure	42	Icon Language	56		
X means Aroha	42	Commerce or Principle	57	BIBLIOGRAPHY	71
X means Location	42	Trade for	57		
Marae Multidimensional	42				

