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MDes Thesis

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*One for the Road* was created through an informal collaboration between Massey University, Master of Design student, Bridie MacInnes and local writer Joanne Carr.

Between March 2016 and August 2017, informal interviews and discussions were held with an assortment of 31 owners and denizens of craft beer breweries and pubs throughout Auckland, Wellington, Nelson and Central Otago regions.

Each of these discussions, the spaces they were held in and their geographical context were recorded photographically by Bridie and verbally through audio recording. The transcribed and edited transcripts of the dialogue between Bridie, Joanne and their subjects form the basis of the text in the thesis. The final published form of these transcripts is the result of editing by Bridie and Joanne. The additional text on pages 13, 27, 40, 67, 75, 95, 113, 147, 161, 171, 181, 199, 207, 223 and 241 in the thesis were created by Joanne as reflections on shared experiences on those interviewed. In addition, Joanne also contributed to the proof reading of the thesis and prepared the glossary within the exegesis on pages 48-53. The design and photography was created solely by Bridie MacInnes. All content and copyright is owned by Bridie MacInnes.



# One for the Road

Bridie MacInnes

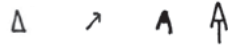


# Abstract

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*One for the Road* is a photographic exploration of the social landscape of craft beer in New Zealand. Drawing on the methods of visual anthropology and visual ethnography, the aim of this research is to explore how people, public houses and geography intertwine to create micro-cultures within the industry.

For generations, beer in New Zealand has represented the epitome of hegemonic, white masculinity. Homogenised during the rise of the duopoly of DB and Lion Nathan (through a series of acquisitions and mergers up until the mid 1970s), beer lost an intrinsic element of craftsmanship. In its place a product emerged that no longer represented beer's diversity, in favour of becoming a beacon of regional pride and masculine values. With beer, still a quintessential part of Kiwi culture, craft beer has been a welcome change to the many seeking the complexity of flavour, allure of artistry and sophistication a good beer can offer.

In my time, as both a patron and bartender, what I have come to observe is a huge social and cultural shift in the way society engages with beer. For me the craft beer pub and its denizens have come to represent the antithesis of the 'iconic Kiwi beer' culture.

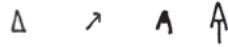
Craft beer is a relatively young industry. With this there is a lack of research into the fascinating web of relationships that allow the industry to thrive. Building on my experiences, and drawing from the theory of *The Third Place* by Ray Oldenburg, this research takes the form of a publication that samples four regional examples of the craft beer industry in New Zealand. The photographic dialogue is supported by anecdotal interviews giving context on both the regional and national development of the industry and, in turn, highlights the importance of place, kinship and rapport to the growth of the craft beer scene as a whole.



# Acknowledgements

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First off, I would like to acknowledge my trusty regulars. The rapport we share after all was the inspiration behind this research. You encouraged me to look past just the producers and publicans to those who sustain us. Without you there would be no industry and no community. Thank you for your understanding and overwhelming support and enthusiasm which kept me going even through the hardest times. Thank you for seeing when I was having a tough day and celebrating my smallest achievements, whether it by a hug, a well done! or a beer.

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Thank you to Greg Smith from Interislander and Kiwirail Scenic for your support and sponsorship of our travel.

To Scotty Bos, without meeting you I would not have had the introduction to craft beer which made me fall in love with the industry and its people. I could not imagine working for someone more understanding and compassionate I feel very lucky to have you as a friend and colleague.

To my fellow Third Eye crew. Thank you for coming to my aid in my time of need. For pulling extra shifts, encouraging me out for a beer and your patience when I was stressed, my mind elsewhere.

Lastly, to my tumultuous relationship with the black dog who despite our ferocious battles, gives me strength after each accomplishment.



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