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Double-dipping: crafting nostalgic resonance

An exegesis presented in partial fulfilment of the requirements for the degree of

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Abstract

This project contemplates where New Zealanders will turn to in the future for resonating, identity-based design, and explores two potential scenarios. The first scenario questions whether existing ‘classic’ motifs – currently enjoying pride of place on national identity T-shirts and accessories, and commonly used over the last century within the tourist souvenir industry – will still be relevant, and still resonate, if used in different ways. The second scenario questions whether a new round of more obscure, overlooked, ‘lower case’ and everyday domestic artefacts and experiences will resonate with New Zealanders.

This project sets out to ‘craft nostalgic resonance’, through conceptual recycling from my own biography, in order to connect with viewers through personal recognition located within their own biography. It draws from experiences and artefacts specific and personal yet at the same time, inevitably, part of a larger collective story, in the creation of a new range of identity-based souvenirs for New Zealanders. The resulting body of work, and its successful public dissemination, proves that it is possible to craft nostalgic resonance through conceptual recycling, and that this approach could be extended to both a wider range of original artefacts and experiences, and a wider range of souvenir products in the future.
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# Table of Contents

**Introduction**  
Project impetus and approach 1  
Project overview 7  

**Chapter 1  Theoretical framework and current practice**  
Theoretical context 8  
Why we collect things 8  
Souvenirs and things in the ‘lower case’ 10  
The souvenir as substitute for the experience 13  
Nostalgia, nostalgia and Kiwiana 14  
Double-dipping: conceptual recycling 16  
Practical context 17  

**Chapter 2  Wish you were here: design development**  
Methodology: research through design 21  
Scenario One: reclaiming old favourites 25  
   *Flock*: sheepskin 25  
   *Aerial Antics*: a fantail encounter 33  
   *The Grass Was Greener*: the customary summer coastal holiday 41  
Scenario Two: things in the ‘lower case’ 55  
   *Full Cream*: glass milk and cream bottles 55  
   *Empty Crate*: the domestic wire milk crate 61  
   *Dead Set*: ‘domestic offerings’ from 1980s technicraft classes 69  

**Conclusion  Wish you were here: exhibition and responses**  
Context and design 73  
Responses 77  

**Bibliography** 82  
**Picture Credits** 86
Figure 1. mindthatbogan T-shirts, 2000
From top left: state house, swappa crate, hutt valley, pitbull, MUZZA, SHAZZA, red rose tattoo, skull tattoo, Ford Cortina, Holden HQ.