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how to communicate KAITOKI MARARAL

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

MĀORI PIONEER BATTALION 1914 - 1918 KAITOKI & DISTRICT

Rank	Initial	Surname
Sgt	W	Hetariki
Pte	G	Karaitiana
2ndLtn	R	Karauria
Pte	Κ	Matana*
Pte	W	Matana
Pte	R	Rautahi
Pte	L	Snee
Pte	Р	Tawhai

SPECIAL FRIENDS & FAMILY				
Rank	Initial	Surname		
Cpt	F	Barclay		
Pte	D	Barrett		
Pte	J	Brighouse		
A.B.	D	Cowper		
Cpl	Μ	Cowper		
Cpt	W	Cowper		
Cpl	W	Edwards		
Pte	D	Frederickson		
Pte	Η	Frederickson		
Pte	J	Walker		
Sgt	G	Watsons		
Pte	W	Watson		

28TH MĀORI BATTALION 1939 - 1945 KAITOKI & DISTRICT

Rank	Initial	Surname
Cpl	R	Chase
Pte	J	Hoera
Pte	R	Hotereni*
Pte	Т	Kani
	R	Karaitiana
Pte	С	Nicholson
Pte	R	Nikora*
Gnr	Т	Rautahi
	D	Rohe
Cpl	D	Tamihana
	F	Tamihana
S/Sgt	G	Tawhai
S/Sgt	R	Rautahi

MALAYIA 1959 - 1961

Pte	Р	Karena
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* Died on Active Service

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KAITOKI MARAE PRESENT

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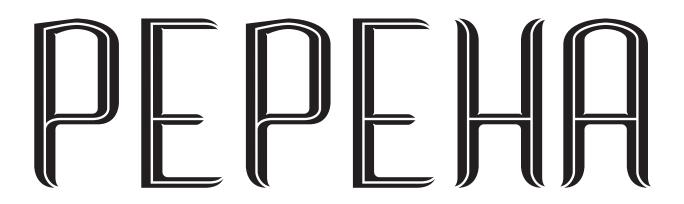
To my Aunty Betty and Ricci. You both have grounded me all my life. Tub, thanks for telling me off when I needed it. Thank you Vinnie for your advice on Matauranga Māori. Arohanui Harm.

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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



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From Mum to my girl.



INTRODUCTION

Origin	
Process	

CONTEXT

Kaupapa Māori Theory
Te Whare Tapa Wha
Third Space
Building a Third Space
Aspirations for Kaitoki Marae

I AM

Name Purpose Tupuna Name Marae Name Kaitoki Name Creation by Whakapapa Whakapapa of Kaitoki takiwa (area)

7	Aotea Location
7	Aotea Leadership
7	Light in Aotea
	Place or Ao
8	Aotea Conclusion
9	1946 Time Period
10	46 and Aotea Combined
10	46AOTEA or AOTEA46
10	Name Conclusion
10	
	IDENTITY

11Beginning11Reflection11Style Refinement12Natural lighting12Growth

12

12

13	ICONOGRAPHY	21
13	Strategy Development	21
13	Research	22
14	Final Design	23
14		
14	TYPEFACE	24
15	Existing	24
15	Design Origin	24
15	Structure	26
	Over the Ridge	27
17	Ruahine Ranges	27
17	Mainstream Symbols	27
18	Body Language	27
19	Tohunga Whakairo	27
20	Words from your Wairua	28
20		

UNSEEN

Ahi Kā Proposal Pass WHAKAPAPA Passed it

EMOTION

Without emotion. Within emotion

Mare Function vs Value
Product as an Event
Tāpu
Reveal

COMPOSURE Balance

Unbalance Brings Balance Point of Difference

STYLE

Strategy X means No X means Traditional structure X means Aroha X means Location Marae Multidimensional

33	POSTER
33	Poster Function
33	Marae Visual Form
34	46AOTEA
35	
35	PRODUCTIVE
	T-shirt as a Carrier
37	Marae Visual Form
37	46AOTEA duo Cohesion
38	HOME
38	Original Home
38	Still Home
38	A Warm Home
38	
	HUIA
39	
39	ΚΑΟΚΑΟ
40	
40	WORKERS
42	MASS PRODUCTION
42	Time Content
42	Time as a Design Method
42	Number Symbolism
42	Icon Language
42	Commerce or Principle
42	Trade for

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