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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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Genevieve Packer

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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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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.