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**Wha; an exhibition of Māori stereotypes in
contemporary New Zealand.**

An exhibition report presented in partial fulfilment of the
requirements for the degree of

Master of Māori Visual Arts

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New Zealand.

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Abstract:

The purpose of this project was to explore the idea of Māori stereotypes within society through a creative practice based approach. Packaged artworks were displayed in an exhibition space challenging conventional exhibition expectations. The packaging of artworks, was applied as a metaphor for how Māori are boxed into stereotypes that define Māori as a product, object or thing. The study investigated how packaging and labelling artwork allows discourse around how epistemologies seek to define indigenous cultures within socio-ethnological contemporary frameworks. This research involved seeking examples of Māori stereotypes in media and the arts and exploring how they affect self-perception. Research was also conducted around the work of contemporary Māori artist models who explored the theme of identity.

The methodological framework aligns itself with theories around stereotypes and how these affect opinions about identity. This exegesis seeks to contribute to discourse around culture, indigenous values, and contemporary interpretations of Māori language and cultural property rights.

This exegesis explores the questions; How can ideas around stereotyping and the construction of identity inform my art practice? How does the packaging of culture, people/s and belongings affect Māori self-determination? How can packaged and labelled artworks create a context where bicultural partnership may be considered?

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This thesis is submitted in partial fulfilment of the requirements for the degree of the Master of Māori Visual Arts. It contains work done from November 2014 to January 2016. My supervisor on the project has been Professor Robert Jahnke.

The intention for this exhibition report is to place in context how the exhibition was realised and how the ideas were developed and visualised in the exhibition.

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